

8 common mistakes made by bloggers on their blogs



Everyone makes mistakes because no one is perfect, but your ability to override those mistake gives you advantage over others, makes you special and singled out. Below I will be listing some possible mistakes bloggers make both when constructing their blog posts and when designing the blog. I myself is guilty of some of these mistakes which is one of the reason why I decided to put up this post so as to let others who might have been making these mistakes unknowingly.

Read: [Best SEO tool on how to outrank Copycats](#)

Adding links without telling the reader where the link leads to

This is the one which I'm always guilty of. You don't just add links without telling the reader where it is linking to. I did this on few of my posts but later went back to reconstruct those posts that I made mistakes in. When a visitor is reading your post, the visitor either wants to get knowledge about something or on a research, in such cases the visitor finds any link on your post valuable to give answers to his/her question and also make him/her get more advanced in the topic of research.

Correction: The best way to add links to your content ie. Directing your reader to other posts of your choice is by the use of the "Read tag" like I have used on this blog.

Here is how to use the read tag

Read: [Post title with link to the post]

Read: [22 best Ad brokers apart from Adsense](#)

Not adding Specified pictures

Pictures explain things more than words, I never knew what my Grandmother looked like upon all the stories my mother told me about her and how she lived. I never had any feeling why I didn't get to meet such a good woman at least to say bye before she

want to her everlasting rest, but all this feeling came to me when I saw a picture of her when she was alive. Pictures gives more expression to said word for the reader to get the direction you are driving to and what he can gain from that direction.

Correction: Always use specified pictures that have connection to what you are talking about on your posts. When talking about healthy food, you attach a picture of one you are sure of, and not a picture of a computer that have a picture of food on its screen.

Read: [How to write the best blog content](#)

Wrong spellings and wrong use of words

I'm sometime guilty of this one because English is not my mother tongue. This is can make the search engine not to index your post because it won't give visitors contents with wrong English and spelling to read. Readers wouldn't find you content interesting if it contains many mistakes.

Correction: What Google expect from you is good contents irrespective of where you are from click on this link to see [other languages](#) that are accepted by the search engine apart from English. If your mother tongue is listed on that page then you have a better opportunity to make better post with your mother tongue. But if you still insist on using English or if your mother tongue is not listed on the page then I recommends that you download and install this app it's a very good [SEO tool](#). Note: always go through your contents after writing. I always find out

that I made few mistakes when writing and only find out when going through it.

Read: [Best selling 2016 SEO Master](#)



Not making use of the Google Webmasters tool

Google provide a magnificent tool for bloggers view this post to know [how to use the Google webmasters tool](#). This magnificent SEO tool provided by Google had helped me in many ways and also on my blog below are few things this SEO tool can do for you.

Google search visibility: It will help make your contents visible on the search engine only if they are original by the help of the Google Fetch.

Display the Backlinks on your blog: Lately did I find out that Alexa does not give the actual no. of backlinks, they only show the ones they can see. But the webmasters tool will give you all about your backlinks.

Google click: It records the no. of clicks your blog has gotten from Google search

Google rank: This also shows your rank on the search engine

This is to mention but a little, but the main reason why I enjoy the Google Webmasters search Console is that it shows you your improvement if you are working hard for you to work harder and if you are not working hard for you start working hard having in mind that you have no time to waste on procrastination

Correction: The correction to this is so simple and easy to do. Always make sure you fetch everyone of your post on the Google webmasters tool, Do go to the webmasters tool to check on your improvements and always read your messages on the webmasters tool.

Read: [Best ways to get quality backlinks](#)

Not sharing your posts

It is very important to share your post after construction. On my blog research I found out that 60% of my traffic is coming from

shared posts while the remaining 40% is coming from the search engine. Although this 60% views coming from shared posts has nothing to add to my Google ranking but will have a little to add to my Alexa ranking and will also help my blog get more popular. It's highly required to share you posts so as to let people know what you do and how it can help them if they read.

Correction: Highly recommended for you to share you posts immediately after construction and even share old contents. Below is little way to share your posts.

Google plus <highly recommended>

Social networks eg [Facebook](#), [Twitter](#) etc

Forums eg [Jackobian](#), [Worrior](#) etc

[Feedburner](#)

[Divr](#)

Read: [6 standard SEO tips for bloggers](#)

Not adding Authors Detail on your blog

It is very important to let your readers know that you are the owner of the blog unless you are not proud of what you have achieved, this will also make the reader have trust in what you have in your blog.

Correction: always make sure to add a nice picture of yours like I've done on this one and a little detail about you very short. If you are using blogger below is how to add Authors detail.

Read: [How to become the best seller with your E-commerce site](#)

On your layout click on Add widget

Choose Html/javaScripts, edit and paste the following code, save. And you are good to go.

```
<div class='post-author'>
```

```
<div align='center'>
```

```
<b>Author</b>
```

```
<div class='author-img'>
```

```
<img alt="" class='avatar avatar-110 photo' height='110' src='Image url' width='110'/'>
```

```
</div>
```

```
<div class='author-text'>
```

```
<h4><a href="" rel='author' title="">Name</a></h4>
```

<p>Description</p>

<i class='fa fa-facebook round-
icon'/>

<i class='fa fa-twitter round-
icon'/>

<i class='fa fa-instagram round-
icon'/>

<i class='fa fa-google-plus
round-icon'/>

<i class='fa fa-pinterest round-
icon'/>

<i class='fa fa-tumblr round-
icon'/>

</div>

</div>

</div>

Not Adding About us, Contact us and Privacy Policy Pages

This is also one of the thing that disqualifies blogs from Adsense approval. Below I will be explaining what each page says to your reader.

About Us: This explains to the reader what your blog is about, what you do on your blog.

Contact Us: This will show if you are genuine or not, they will have more trust in you and what you offer if they can contact you on the cell phone. Some will call for an assistant on their blog, whatever the call was for make sure you help out if you can and also make friends with each one of them, it will help grow your popularity.

Privacy Policy: This holds the do and do not on your blog, do not underestimate the power of Privacy Policy page on your blog.

Correction: All has already been explained above, but make sure those pages are added to your blog.

Read: [Best way to protect your blog contents](#)



Reading SEO

Read ! Read ! Read ! I always say to newbie bloggers when I come in contact with the both online and offline. Am always telling them that all you need for your blog to grow is hidden in these SEO blogs. Get one which you prefer the most, add it to your bookmark or even have the blogs url off hand, always visit to check their updates, comment on their blogs and make friends with them. They will be so happy to see that people appreciate their work and will be willingly to offer whatever is within their reach, learn from them by asking them questions some will even accept to help you edit some of your blog codes.

Read: [How I made an Amazing sale on Facebook](#)

You wouldn't have known all these listed on this blog, if you didn't read it. So continue reading SEO contents and continue updating your blog with latest Optimization of the search engine. A very good friend of mine said that it's had to be listed on Google's first page, yes it's had but with the help of SEO, you only need to do what you have to do and see your blog listed on Google's first page. Give it a try.