



Blogging Mistakes and How to Avoid Them

When you decide to have a blog you want it to be the best it can be, so minimizing your mistakes at the very beginning will go a long way towards achieving that goal. One of the very first mistakes bloggers make in their eagerness to get a blog and start posting, is that they grab the first and quickest one on offer.

They think it's cool that they didn't have to bother about getting a domain name - it saved them both time and money. What they didn't realize was that they ended up with a subdomain. That means they cannot have their very own URL, but must share it with someone else. This is a big mistake if you decide later down the track that you would like to monetize your blog.

Instead, take a bit more time, spend a little bit of money and go through that learning curve if you have to and at the other side of it you'll end up with something really worth having. Once you've got your very own URL don't get carried away with delight and add lots of flash animation.

There is nothing more annoying and distracting when you want to have a good read of something to have those moving images leering at you and drawing your eyes away from what you want to read. If you are doing research in an office, you don't want audio to distract everyone.

Don't forget to put up an 'About' page that tells everyone who you are and what you are doing there. Offer a way to be contacted by email. There are ways to protect your privacy so you don't get flooded with Spam.

Have your links organized so that visitors find it easy to navigate your site. And post regularly. It doesn't have to be every day, but whatever number of days you decide on, keep to it so that your regulars will get to know. It will build trust and community if they know they can depend on your to update at regular intervals.

Don't clutter up your pages with ads. Everyone knows ads are a necessary evil; if you use yours sparingly so that they are not annoying your readers, they will come back more often. Posts that are shorter and more often are better than those that are too long-winded, but scarce.

Keep to your topic. If you start to ramble on to something that is totally unrelated, you'll lose traffic faster than you can get it.



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