17 Mistakes That Can Doom Your Blog Posts

We hate to break it to you, but there's a difference between a good post and a great post. Get results from your blog posts by making them remarkable. **Before you publish, use this checklist to wipe out common mistakes.**

1. Lame headline. 8 out of 10 people will read a headline, but only 2 out of 10 will keep reading after that. Clever and clickable is good, vague or misleading is bad.

2. Lackluster writing. Starting with the intro paragraph, grab readers with a personal story, a colorful anecdote, surprising statistics, and active verbs. Good writing can elevate even dull subject matter.

3. Topic is boring. If you can't make your topic new or interesting, pick another one. No one will read it (even with fabulous writing) if you can't make it compelling.

4. Topic has been done to death. Yes, cover what your industry is writing about, but don't rehash the same old thing. Put a new spin on it, provide a contrasting perspective, or use different sources to make the topic your own.

5. You don't know your audience. This is a biggie. How do you know what to write if you don't know who you're talking to? Figure out your audience and think about them *each* time you write.

6. You're selling. A blog post is not an ad — it's supposed to educate or help the reader discover something new or interesting.

7. Content is not your own. Occasional guest bloggers and reposting from other sites is fine — with permission and proper accreditation. But most of your content should be original.

8. Tackles too much/too little. When it comes to clear, concise posts that are easy to understand, less is more. Tackle only one substantive point in each post.

9. Too long/too short. Maybe there isn't an "ideal" length, but save the 2,000-word treatise for *The New York Times*. Only have 100 words? Think about a tweet.

10. Lacks organized structure. Not every post needs to be written chronologically, but every post does need a clear beginning, middle, and end.

11. One big block of text. Make your post easy to skim. Short paragraphs, bullets, numbers, and subheads or section titles are your friends.

12. No images in your posts. People like pictures. Use appealing visuals to capture readers' attention and draw them in.

13. Metadata is not complete. Fill out the metadata fields so your content can be easily found. Include your target keywords in your title tag and description tag.

14. No backlinks to your own site. Including links within your post to previously published, related content will help with SEO.

15. No links to outside sources. Include links to solid, reliable sources, studies, and statistics about your topic to build credibility.

16. Does not include a call to action. Whether your goal is to generate leads, get email addresses, or sell a product, tell people what to do next.

17. No editing. Before you publish, have someone else (preferably an editor) look over your post, checking for spelling and grammar errors, strong writing, solid concept, and accurate content.

Don't doom your next post. Check off everything on our list before you publish to get results.

Checklist derived from the original blog post on Marketing Trenches, *"34 Things You're Doing Wrong With Your Blog Posts."*