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The Biggest and Blogging Blunders

The Tips On How To Avoid Them

A HOLE IN THE INTERNET INTO WHICH YOU THROW TIME AND MONEY

This report is about more than just Blogging Blunders that most people make when it comes to blogging. And it's about more than just making money blogging. I'll cover that too, because there are millions to be made through blogging, if you do it right…

The thing is, no matter what business you're in, money is simply the byproduct of right-thinking combined with right-action. After today, your "thinking" and, if you choose, your "action" will change completely. I promise you that.

But before we get going, it's super-important to understand that this report is REALLY about one thing:

"NOT"…

By that, I mean how "NOT" to think and what "NOT" to do if you want to really succeed online. And before I make my next statement, let me tell you – it may be a bit hard for you to accept when you first hear it…

But you can't truly make progress or succeed unless you're open to accepting what I'm about to tell you. So, unless you can open your mind to something that might seem a bit far fetched at first, and trust what I'm about to tell you, you might as well STOP READING THIS REPORT RIGHT NOW.

NOT EVERYONE IS READY FOR THE CONCEPT I'M ABOUT TO SHARE. COME BACK AND READ IT LATER WHEN YOU ARE READY.

The thing is, whether you know it or not, you've been a VICTIM. A victim of a dubious, nearly undetectable disease that has you and so many other people headed in the opposite direction of success online…

Tell me this: What did you picture life being like when you first got the idea of trying to create income online?

Did you see yourself hunched over a computer until the wee hours of the morning, night after night, ultimately spending LESS time, rather than MORE time with the people you love?

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Did you think, for even a moment, that you'd end up needing to learn all kinds of complicated systems and platforms or that you'd have to hire expensive developers and designers just to get up and running?

And did you think it would take months and months, or maybe even longer, to get your business going and that you'd have to face your friends and feel a bit ashamed when they ask you how your online business is going?

If you've experienced ANY of what I just talked about, then you're likely the victim of the disease I'm about to tell you about. But rest assured, this
disease you're suffering from is NOT YOUR FAULT and there is a simple remedy. To receive this "remedy" you just need to make one small shift in
your thinking…then without hesitation, take MASSIVE, MASSIVE ACTION.

It's undeniable. We live in a world where we're being sold to 24 hours a day. And as you likely know, in order to easily sell someone on something, they must be in the right mental or physical "state". So, the disease that so many people are suffering from is really the result of message after message designed to get you into a "state" where you'll buy into a BIG FAT LIE…

It's a lie that's made you and so many others falsely believe that activity equals results.

This is just plain old NOT the case. Results equal results. The wrong activity can point you in the exact opposite direction of your goals.

When it comes to succeeding on the internet, you've been told repeatedly that you need to spend time endlessly setting things up. And that you need backlinks to get great SEO and rankings, right?

On top of that, you've been chastised for NOT getting enough traffic or enough engagement.

All of this messaging is specifically designed to SELL you and everyone else on spending all the time, mental focus, and of course MONEY to try to get all these things done. And in the midst of all this activity and expense, its easy to lose sight of the reason that any of these activities actually matter.

When we set out to build a business online, what most of us are really after is just more time, money and most
importantly, FREEDOM. And yet, if you think about the list of things we get sold on needing, just about everyone ends up with the opposite of what they set out to achieve.

Here's an example of what I'm talking about: I have a friend who owns a fairly large boat. He regularly refers to it as "a big hole in the water into which you throw money." He says that because he spends more time and resources keeping the boat floating and running than he actually does relaxing on it or enjoying it.

I submit that, if you've struggled with any of the things I talked about above, then your online business is simply a "Hole in the Internet Into Which You Are Throwing Time and Money."

You are suffering from a disease called…

FRICTION ADDICTION.

And if you've experienced some or all of those struggles, you've become unwittingly addicted to activities that are actually FRICTION separating you from the success you're after as an entrepreneur. Phrases like "I plan to" and "eventually" are signs that you've been stricken by this condition.

And I'm about to show you the cure. But in the end, you'll have to decide whether or not to accept it.

You see, the single biggest problem that anyone can have when it comes to succeeding at anything at all, including growing a business online, is burning time and wasting resources on the million "small" things that call out to them…

I'm talking about things that are NOT directly responsible for achieving whatever outcome you set. These are activities that don't directly lead to achieving your goals, and most frequently they're activities that you're not naturally good at.

They are the FRICTION

It's the kind of friction that ultimately prevents you (and anyone else) from succeeding. And unless there's absolutely NO OTHER WAY for you to progress, you should NOT ever put your energy into FRICTION of any kind.

Unfortunately, FRICTION is exactly what most people focus the majority of their time, energy and resources on…

They, and likely you too, are simply suffering from FRICTION ADDICTION.

Avoiding this type of FRICTION is the real secret behind most of the success stories you're likely familiar with. And that's what these "Blogging Blunders" are really designed to shine a light on and get rid of.

By the time you finish going through this special report, you will have mastered the concept of "Friction Free Blogging" and that's the TRUE secret to having a successful business blog.

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92% OF COMAPNIES WHO BLOG MULTIPLE TIME PER DAY HAVE ACQUIRED A CUSTOMER FROM THEIR BLOG.

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A FEW FACTS ABOUT THE POWER OF BUSINESS BLOGGING

In 2013, MyMarketingDept projected that 128 million people in the US would be blog readers. That's about half of the United States of America. And while many businesses are starting to recognize how a blog can empower their business, it doesn't mean that they're doing it right...

And most of the time it's NOT THEIR FAULT. Most blogging systems make it nearly impossible for the average human to even start a blog, let alone blog in a FRICTION-FREE environment where you can focus on what you're best at instead of suffering from FRICTION ADDICTION.

According to HubSpot studies over the last few years, companies that blog...

GENERATE
55% MORE WEBSITE VISITORS

GET
97% MORE INBOUND LINKS

HAVE
434%
MORE INDEXED PAGES AND DRAW 6.9 TIMES MORE ORGANIC SEARCH TRAFFIC THAN COMPANIES THAT DON'T BLOG...

So whether you're a veteran to the world of blogging, or just getting started, this report will help keep you from making some of the Super Dumbass Blogging Blunders and show you how you can fix the Blunders you may already have fallen prey to.

The first four Blogging Blunders are Marketing Blunders...

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#1

NO SALES PSYCHOLOGY

WHAT'S THE BLUNDER?

This first Super Dumbass Blogging Blunder lives in the number one spot because it's probably the single biggest and MOST deadly error that ANY business owner can make when it comes to blogging. It's NOT focusing on using your business blog to provide value and to profit.

WHY IT'S DUMBASS

The bottom line is, we're talking about "business" blogging here and business means profiting because you've provide value to your customer or clients.

If you profit WITHOUT providing value shame on you.

If you provide value WITHOUT profiting, shame on the people you're providing value to.

There is no way to continue offering whatever valuable product or service you provide WITHOUT an exchange of money happening on a regular basis. It's how you stay in business. Money is simply an energy exchange that indicates that whatever you're doing is helping someone else in some way. For this reason, you've got to build your business blog, and create all of your messaging in a way that leads to an exchange of money or other type of value that sustains your business.

UN-BLUNDER THE BLUNDER

Fixing this particular Blunder is actually fairly easy if you have the right information and the right tool. In this case as far as tools, the Viral Blogging Platform is definitely the platform that has the most sales psychology embedded within it. And when it comes to information me and my team are some of the best in class at delivering the highest quality information on blogging and sales psychology around.

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#2

NOT BUILDING A TRIBE

WHAT'S THE BLUNDER?

You're in business for yourself. Don't mistake that for being in business BY yourself. There are two ways to approach building your blog, getting readers, and attracting team members…

You can stand on the virtual street corner all day and shout, "I'm awesome! Check out my blog!" and you might get a few people to stop by and read or listen…building your blog readership painfully slow…one…reader…at…a…time…

Or, you can enlist the help of others (your tribe) who go out and recommend you as a trusted authority and a leader to their friends. They do this by commenting on your blog posts and sharing your posts on social media. You'll reach endless numbers of people.

WHY IT'S DUMBASS

If you're trying to build your blog alone, hoping somehow to reach a BIG audience, and make a difference, you're taking the SLOWEST and least likely to succeed approach. You need a tribe!

Building a tribe for your blog allows you to:

- Reach a MUCH bigger audience than you ever could alone
- Plugin to a circle of support that encourages you and keeps you going
- Post new content confidently, knowing that it will be immediately read and shared.
- Get our content all over the social networks, boosting your traffic and your SEO

There is no excuse. Get a tribe.

Un-Blunder The Blunder

You've got three options:

1. Keep doing what you're doing…going at it alone and hoping for the best…really? That seems like a pretty wussy move.

2. Start building your own tribe. That's smarter than option 1, and kudos if you're doing this, but there's a much better option!

3. Plugin to an amazing existing tribe of like-minded blogging entrepreneurs who understand the value of working together and leverage the community to build your blog fast!

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#3

GOING THE FREE ROUTE

WHAT'S THE BLUNDER?

So you're thrifty…A penny saved is a penny earned right?

Absolutely, unless the effort you're putting into saving that proverbial penny is costing you the REAL money and success you're after with your business blog.
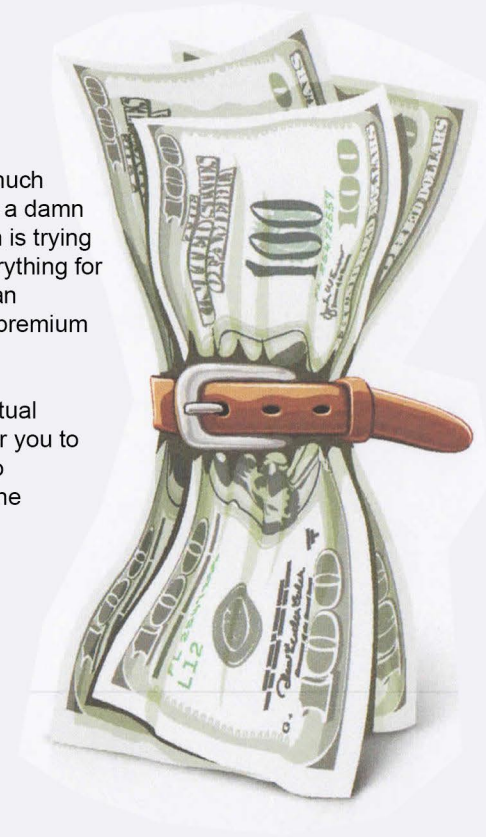
WHY IT'S DUMBASS

There are only so many hours in the day and just about anything that's "free" isn't likely designed to make you money right out of the box. You're gonna have to tweak, and tailor, and adjust, and guess what?

All of that stuff is FRICTION of the highest order!

UN-BLUNDER THE BLUNDER

Like you'll hear in Blunder #5, spending too much money to get your Internet business set up is a damn shame, but the flip side of that proverbial coin is trying to do everything for "FREE." Trying to do everything for free is a huge BLUNDER. In the long run it can actually cost you more money than paying a premium price.

What you need to find is a system like the Virtual Blogging Platform that's affordable enough for you to get started and powerful enough for you to do everything required of a large successful online business.

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#4

NOT INCLUDING A CTA IN EVERY POST

WHAT'S THE BLUNDER?

There are few (or maybe even zero) calls-to-action (CTAs) on your blog, severely limiting its potential to convert visitors into leads and customers for your business.

WHY IT'S DUMBASS

Empower Network's blog is one of the top sources of leads for the company. If you're not optimizing your blog with offers and calls-to-action, you're missing out on a tremendously powerful business opportunity to generate leads, thus diminishing the value of your blog's ROI (return on investment).

UN-BLUNDER THE BLUNDER

In addition to placing CTAs to the top and/or sidebar of your blog, also think about revisiting old blog posts (particularly those that receive the most traffic) and adding CTAs to them too, since people are still finding, reading, and deriving value from your blog's evergreen content.

DIFFERENT TYPES OF CALLS-TO-ACTION

Depending on the blog visitor, that person could be a variety of different points in the sales process: a first-time visitor; a warm, sales-ready lead; or somewhere in between. As a marketer, you should diversify the lead generation offers available on your blog so they apply to these different personas. These offers will fall into two different categories and should be attached to landing pages with lead-capture forms to pull in new and reconverting lad information.

CONTENT-FOCUSED OFFERS

These types of offers are for ebooks, webinars, research or other content that provides more in-depth information than a blog post. Usually, these offers are geared toward first-time visitors who aren't ready for a lot of product-driven content.

PRODUCT-FOCUSED OFFERS

These types of offers are direct product offers like free trials, discounts, demos, etc. These offers are geared toward warmer leads who have already seen some of your premium, thought leadership-driven content offers and are now looking for more product-driven information.

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#5

SPENDING TOO MUCH MONEY SETTING UP

WHY IT'S DUMBASS

The reasons that this Blunder is so unnecessary and so dumbass are too numerous to list, but the simplest reason is that there are solution that are affordable that will get the job done as well as any overpriced system.

UN-BLUNDER THE BLUNDER

The obvious way to solve this particular problem and eliminate this Blunder is simply to join the Viral Blogging Platform. An incredibly powerful platform has been created that beats anything else in the marketplace, especially when it comes to "bang for your buck".

Simply put, for the money, there's nothing else better out there to get you up and running and making money faster than the Viral Blogging Platform.

WHAT'S THE BLUNDER?

This is one of the ultimate sins when it comes to business blogging. Plain an simple it means spending way more money than you need to in order to get your blog set up.

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#6

SPENDING TOO MUCH TIME SETTING UP

WHAT'S THE BLUNDER?

This Blunder is frequently the single greatest inhibitor of success online. It means that you're putting too much time into setting up and not enough time into focusing on actually engaging with your audience and making money for your business through your blog.

WHY IT'S DUMBASS

This blunder is extra super dumbass because it's very sneaky…

You feel like you're getting a lot done because of all of the activity of fiddling with things. But the reality is, you're preventing yourself from doing what really needs to be done to have a successful business…

Focusing on adding value and making money.

UN-BLUNDER THE BLUNDER

The easiest and quickest way to eliminate this Blunder is simply to realize that you're making it. Then, you need to decide in your mind that you're going to stop. This is of course easier said than done. It really only takes two things.

1) A great system that helps you quickly and easily set your blog up so that it is ready to make you money

2) A great mentor who can show you how and where you should be spending your time. Our free online trainings are bar none the best around. It's including in the Viral Blogging Platform.

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#7

NOT LEVERAGING MOBILE BLOGGING

WHAT'S THE BLUNDER?

This Blunder means staying stuck behind your laptop or desktop to run your business.

WHY IT'S DUMBASS

There are solutions available that make it completely unnecessary to stay chained to your desktop. We live in a mobile world where your business can literally live in your pocket. If you're not leveraging it to live the "mobile lifestyle" you're living in a time when "Blog" was probably your neighbor's name in the cove next door.

Be honest. When you made up your mind to start an online or traditional business, one of the biggest reasons you probably made that decision was to do something you like and have freedom to live the lifestyle you want, right?

Staying stuck behind your computer is just plain old masochism. Cut it out.

UN-BLUNDER THE BLUNDER

This is another Blunder that is easily fixed by joining the Viral Blogging Platform. This one touch, totally mobile blogging system that will also give you the freedom and lifestyle you are after.

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#8

TRYING TO BE A PROGRAMMER

WHAT'S THE BLUNDER?

This is a trap that many online entrepreneurs are falling into. Just because you CAN doesn't mean you SHOULD.

Sure, there are other systems out there that can help you get a blog or a website set up. What you don't realize going in are all of the complications that generally accompany them and require you to deal with programming and code.

WHY IT'S DUMBASS

You aren't a programmer and you shouldn't have to pretend to be. Why waste your time, frustrated by confusing codes and pouring hours into all that techie stuff, when you could be doing what only YOU can do by sharing your message with the world through your blog instead?

UN-BLUNDER THE BLUNDER

What you need is a simple, easy-to-use system that allows you to have a successful online business without having a to pretend to be a programmer.

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#9

POOR SEO

WHAT'S THE BLUNDER?

You're not actively doing anything to take advantage of your blog's power to help you get found in search engines.

WHY IT'S DUMBASS

One of the greatest benefits of business blogging relates to search engine optimization. If you're not consciously taking action on the various ways to optimize your blog for search engines, you're missing out on the tremendous opportunities your blog offers to increase your keyword rankings and grow your organic search traffic.

UN-BLUNDER THE BLUNDER

The number of terms that a website can rank for is directly related to the size of the site. More often than not, the difference between a basic 50 page website and a dynamic, traffic-attracting 500+ page site is an active blog. Because of this, blogging is an absolutely essential practice for SEO and traffic-building. More indexed pages mean more opportunities for keywords, so develop an SEO strategy for your blog and implement that strategy for every piece of content you create and publish on you blog.

STEP 1: IDENTIFY YOUR KEYWORDS
Brainstorm keywords to help determine a topic for your blog. This is an important step in developing your blog's SEO strategy. Keep in mind that the more general a keyword is, the more difficult it will be to rank for. An example of this: the head term "blogging" would be more difficult to rank for than the long-tail keywords "how to use a blog." You can use Google's free keyword tool, which offers insight into the competitiveness of a specific keyword, to help you choose realistic keywords related to your blog's topic.

STEP 2: OPTIMIZE BLOG CONTENT WITH THOSE KEYWORDS
The more important places to include keywords on any page of your site are in the page title, the URL, and the H1 (Header) tag (in your blog's case, this usually means your blog title). This means that if you're trying to rank for the keywords "how to use a blog," you need to make sure to use that phrase in that order in all three places.

#10

LACK OF ENGAGEMENT

WHAT'S THE BLUNDER?

If your blog is a one-way conversation for your ides, offering no way for your visitors to engage in conversation, interact, and provide feedback or just plain 'ole talk to you, then you are making the DumbassBlogging Blunder of not creating an engaged tribe of followers.

WHY IT'S DUMBASS

You know that person who everyone tries to avoid at the party? The one who just talks about themselves without letting anyone else get a word in edgewise…that's what a one-way blog is like. It suffocates conversation and engagement.

Blogging is social and when you treat your blog like a megaphone, instead of a two-way conversation, everyone is just gonna want to get away from the noise. So put down the megaphone and open up to engagement and building relationships with your readers.

UN-BLUNDER THE BLUNDER

Remember that your blog's readers are critical to the success of your blog, and treat them as such. The purpose of publishing a blog, is to create your tribe of potential customers, and they want to be heard.

Here are three things you can do to make sure your tribe has a voice that you're already listening to:

KEEP COMMENTS OPEN, MONITOR & REPLY
Don't close the comments on your blog. They're essential to facilitating conversation about your blog content.

Keep track of the conversation that takes place on your blog by monitoring comments. Replying when appropriate will show your readers you're invested in the tribe you've created and care about what they have to contribute.

DON'T MODERATE COMMENTS
Moderating comments will only deter people from commenting in the first place. Don't fear negative comments (people are nicer than you think), and embrace feedback as constructive criticism. If you want to take extra precautions, publish a page that outlines your blog's comment policy and encourage people to comment intelligently and respectfully.

ASK QUESTIONS AND LISTEN TO FEEDBACK
Directly promote interaction by posing questions within your blog content. Ask readers how they feel about the topic, if they have any additional insight or advice, or can point readers to other resources they've come across related to the topic.

Have you noticed that your readers aren't responding well to a particular topic or type of content? Show them you're listening by improving and modifying your blog's content based on their feedback.

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#11

NOT USING MULTIMEDIA: VIDEO

WHAT'S THE BLUNDER?

I get it. You aren't doing video because video is tough. You've got to record it on your mobile device, download it to your computer, decide where to host it, upload it to your host, find the embed code, then figure out how to make that work in your blog post, hoping that when you paste the code in, the "blogging fairy" blesses you and it actually works this time…But it's a huge Blunder to not be doing video!

One minute of video is worth 1.8 million words (Forrester Research). Video engages your visitors on a totally different level than written content does. People can SEE you and feel like they know you.

WHY IT'S DUMBASS

While people crave consistency in focus on blogs, you also need to keep them interested and engaged through the range of information you present and the formats you present it in. The most engaging blogs offer content to their readers in many ways. People like to consume information differently, and by not offering variety, you're limiting the reach of your content only to people who like consuming information in one specific way. Plus, a one-track blog can get really boring.

UN-BLUNDER THE BLUNDER

Just start doing video. But do it the easy way with the Viral Blogging Platform. Forget all the steps you've had to remember to attempt video with your current blog. Even your Grandma can do it with this simple one-click setup! (Don't let your Grandma get HER video blog online with the Viral Blogging Platform.

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#12

NOT USING MULTIMEDIA: AUDIO

WHAT'S THE BLUNDER?

Many bloggers overlook the power of sharing audio on their blogs or creating an audio podcast of their content because it's complicated to setup and takes too much time to figure out.
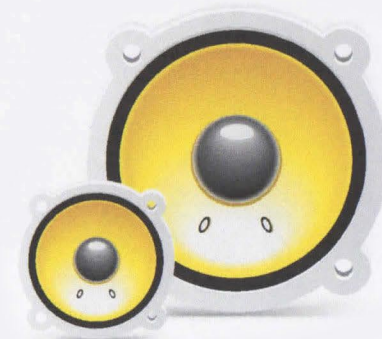
WHY IT'S DUMBASS

It's not about you. It's about your audience. Are you ignoring those in your community who would love your content but don't love reading and would much rather listen? You've heard of Audible and BlogTalkRadio, right? Stand out and attract those listeners by using audio on your blog!

Offering your content in more formats allows you to grow a wider following. With audio, you "readers" can listen while they commute, jog, or when ever else they want.

And to make it just a little bit about you…do you type as fast as you talk? If you're not a speed demon on the keyboard, then hitting record and sharing your thoughts via audio can be a super time saver, allowing you to create content faster and more consistently for your blog.

UN-BLUNDER THE BLUNDER

Give your followers what they want and make your content creating easier. Share your blog posts as audio. It's easier than ever before with the Viral Blogging Platform. Click record form your mobile phone and post straight to your blog.

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#13

NOT REGULARLY POSTING ENGAGING CONTENT

WHAT'S THE BLUNDER?

You have a blog but you aren't publishing posts on a regular basis, and when you do post, you're not publishing enough articles with engaging content to make your blog effective.

FACT: BUSINESSES THAT BLOG AT LEAST 20X PER MONTH GENERATE OVER 5X MORE TRAFFIC THAN THOSE THAT BLOG FEWER THAN 4 TIMES PER MONTH.

FACT: BUSINESSES THAT BLOG AT LEAST 20X PER MONTH GENERATE NEARLY 4X MORE LEADS THAN THOSE THAT DON'T BLOG.

In addition, there is a direct correlation between the frequency of blogging and the volume of ttraffic and leads. Remember the data earlier in this report form HubSpot's research and its lead generation lessons from 4,000 businesses, which indicated that the more often a company blogs, the better that company is able to generate traffic and leads.

Ignoring your blog rather than keeping it updated with fresh content means you are leaving prospective customers on the table.

WHY IT'S DUMBASS

Research shows that the companies benefitting most from business blogging are the ones that blog frequently and consistently. Adopting a laid-back approach to business blogging won't move the needle; creating a blog that actually generates business success takes time, effort, and dedication.

According to HubSpot's State of Inbound Marketing 2013 report, 82% of marketers who blogged daily acquired a customer from their blog, as opposed to 57% of marketers who blogged monthly (still a great result). And 79% of companies that have a blog said they had a positive ROI.

UN-BLUNDER THE BLUNDER

Make a commitment to the upkeep of your blog. The most common frequency for business blogging is weekly, so start by striving for at least one blog post per week and work your way up. If time or bandwidth is a major concerns or deterrent for you, consider other ways to source content for your blog.

Keep in mind there is no rule stating that only one person can contribute content to any given blog. Encouraging other employees in your company, or your friends or colleagues, to contribute content is a great way to divide the responsibility and workload of content creation as well as include new and varying perspectives and insight, which can add depth to your blog.

"REBLOG"
Most Facebook users do it with that little button that says "share" and millions of us every day are constantly consuming the content from those shares. One of the key features of the Viral Blogging Platform is the Reblog button. This button allows your followers to instantly share your content with their network. This gets more backlinks and traffic than just about anything else.

For some reason, the term "content curation" seems to be one that few people are talking about in the marketing and blogging world, yet it's a helpful strategy that many are taking advantage of. Content curation is the process of finding and sharing information in one place that creates more value for information consumers. In this case, while the information itself may not necessarily be original, the collection of content from different sources on a specific topic can be great! It's an alternative way to create good, fresh content for your blog. By reblogging and curating, you offer a lot of value to your readers since they don't have to look for the "good stuff" themselves amongst the tons of content noise already on the web.

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#14

AWFUL BLOG LAYOUT

WHAT'S THE BLUNDER?

You're focusing 100% on content and ignoring valuable design elements of your blog that can act as powerful boosters of traffic and leads for your business. You may even be driving away readers who can't focus on your content because of your awful layout.

WHY IT'S DUMBASS

Yes, as an inbound marketer, your blog content has to be amazing. However, a bad blog design can hamper even the best content. Think about it this way: would you buy an expensive sports car and drive around with four flat tires? You'd still be able to go fast, but not nearly as fast as you could be going. A clear, lead-focused blog design will help turbo-charge the result of your inbound marketing content.

UN-BLUNDER THE BLUNDER

Use a tested blog layout like the ones found in the Viral Blogging Platform.

A CLEAN SIDEBAR
A blog's sidebar can easily become the junkyard of the page. It's all too easy to keep cluttering a sidebar until it has a seemingly endless list of useless widgets. Look at the sidebar of your blog. Does it really serve a purpose? Are those individual elements encouraging the behavior you want your readers to take? If the answer to either of these questions is "no," then delete that element from your sidebar. The focus of your sidebar is to get users to take the actions you want.

SIMPLE SORTING OF CONTENT
Depending on how prolific of a writer you are and how long your business has been blogging, your blog design needs to make it easier for visitors to find older and relevant content. Keep your blog organized and create categories.

SUBSCRIPTION CTA
Every visitor to your blog isn't going to convert into a lead instantly. Some visitors will need to learn about your business over time. A way to help expedite this process is to get more visitors to subscribe to your blog via email. To do this, you need to have a clear call-to-action that encourages people to subscribe.

PROMINENT HEADLINE FORMATTING
In your blog design, make sure that your headline is formatted correctly. This means it needs to be the star of the show when it comes to the text on a page. Make sure it is significantly larger in font size than the body or subhead text on the page. This may seem like a small detail, but making your headers pop makes a huge difference!

#15

DISTRACTING COLORS
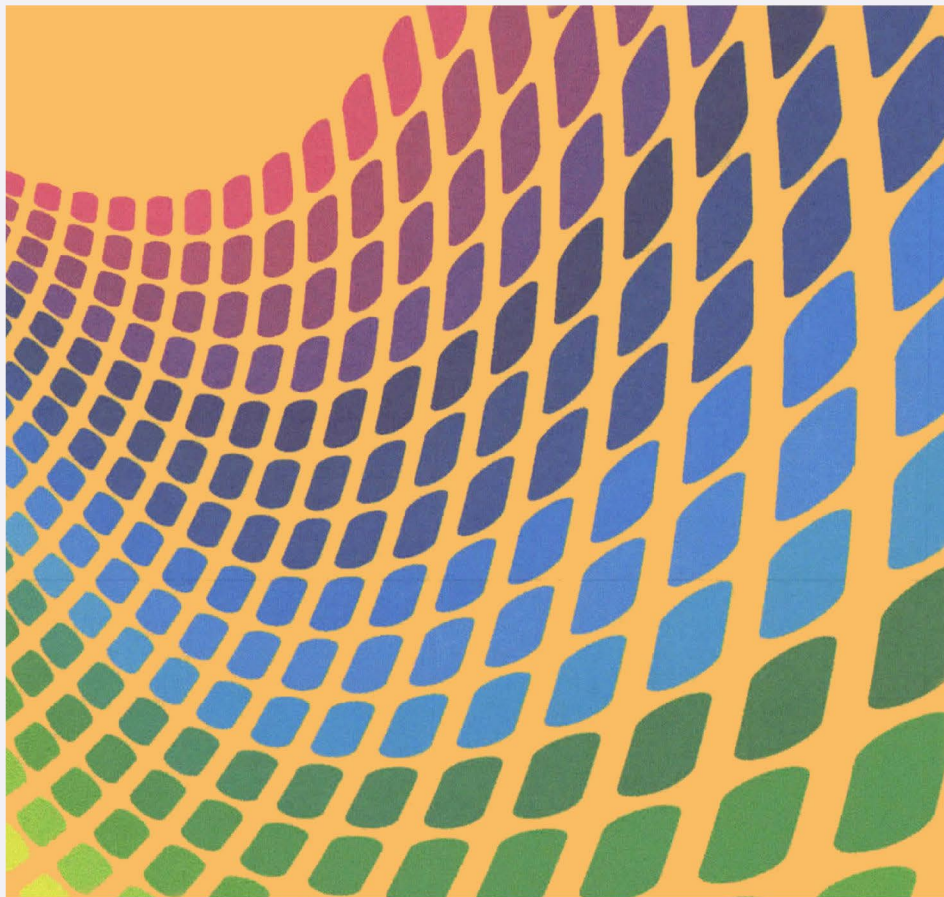
WHAT'S THE BLUNDER?

This is having a color scheme that distracts from your blogs message and causes visitors to leave sooner rather than stay and interact with your blog.

WHY IT'S DUMBASS

This one might not seem like a biggie, but having total control over your blog's color scheme and having pre-done combinations is super key.
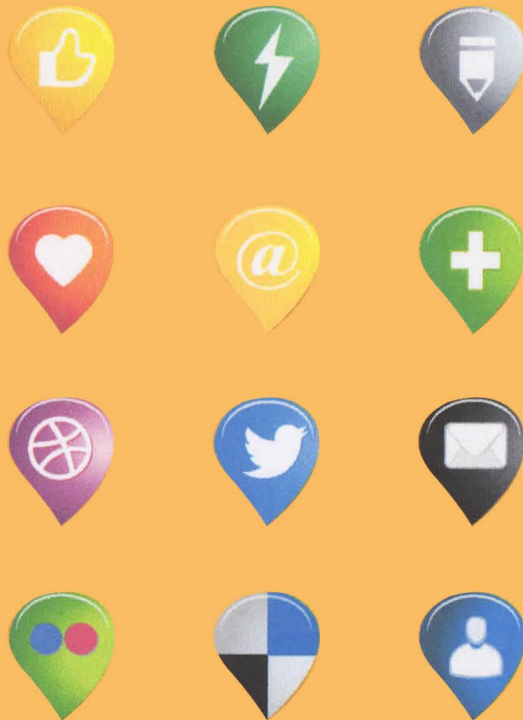
UN-BLUNDER THE BLUNDER

There are two ways to remedy this particular Blunder:

1) You could study color theory and then go out and purchase an expensive blog template (assuming you can even find one with the colors you want, that doesn't require more customization) and install it on your blog or…

2) You could simply decide to join the Viral Blogging Platform and get access to the pre-done themes that have been incorporated as options within the platform. These combinations have been split-tested with millions of visitors, so they are designed to get you the best result.

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#16

Lack Of Viral Architecture

WHAT'S THE BLUNDER?

Neglecting to properly incorporate and leverage social sharing that drives traffic and further engagement through viral distribution of your content.

WHY IT'S DUMBASS

Too much of a good thing can be bad. Yes, you want people to share your blog posts, and having social sharing buttons on your blog is helpful. However, giving people too many sharing options is distracting. It actually causes users to become overwhelmed and, subsequently, take no action.

UN-BLUNDER THE BLUNDER

Limit the sharing buttons on your blog to only those networks where your ideal prospects are active and that send traffic and leads to your business.

If you don't get any traffic form StumbleUpon, then why clutter your blog with its button?

Which social sharing mechanisms and configurations perform the best has been extensively researched and your best bet is to simply rely on the millions that have been spent on testing traffic and button configurations.

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CRAZY BUSY DESIGN

WHAT'S THE BLUNDER?

If your blog design is to crazy busy that your visitors can't even look at it long enough for you to get your message across, is just a Super DumbassBlogging Blunder

WHY IT'S DUMBASS

Chasing off visitors to your blog is the last thing you want to do. Our development team has simplified the way you go about choosing how you want the design of your pages to look and feel.

UN-BLUNDER THE BLUNDER

A blog's design could be one of an infinite number of choices. However, great business blog designs share common traits of success.

PROMINENT POST IMAGE AND VIDEO DISPLAY
A great blog is visual. You shouldn't knock readers over with blocks and blocks of text as soon as they arrive. Look at your blog design. Are you using images and video to draw in readers? There are many ways to showcase images from posts in the design of your blog. It can be as simple as an image next to an intro paragraph on your blog's homepage or something far more customized.

POST PREVIEWS
Marketers must think like publishers. It's easy to think of your blog as just a blog. However, you should think of it as a digital publication. Your blog is just like a trade magazine for your industry. One trait of magazines that people love is the table of contents that provide a preview for all of the articles in that issue. Instead of displaying yoru entire, most recent article on your blog's homepage, display only an excerpt and an image from several of your most recent posts. This will allow visitors to scan some of your blog's content and give them a choice of what to read first.

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At the beginning of this Blogging Blunders Special Report I promised you the remedy was a small shift in your thinking, combined with MASSIVE action.

All that FRICTION…it's all been pulling you AWAY from your goals…

…More time…

…More money and freedom…

…And a better lifestyle.

It's time to change that for good. No more suffering from the FRICTION ADDICTION that's holding you back from the success you desperately want and KNOW you can create. From here, it's just a matter of getting access to the right tools and knowledge.

You've seen the light shined on these Blogging Blunders…And now you know the exact pitfalls that the most successful bloggers avoid. You've seen how many of those Blunders can be completely negated just by deciding to unleash your inner BAD ASS!

It's time for you to do just that.

UNLEAD YOUR INNER BAD ASS!!!

We both know that you've been dreaming of this day. Now Friction-Free bloggin isn't just an idea anymore. There's nothing standing in the way of you and your goals of creating income streams online. It's time for you to turn your dreams of money-making-blogging-ease into reality with the Viral Blogging Platform.

Will you keep struggling with FRICTION ADDITION or accept the simple remedy.?

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