

13 Business Blogging Mistakes & Their Easy Fixes



By Pamela Seiple



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Introduction



Creating remarkable content is one of the major components of inbound marketing, and one of the best ways to generate a steady flow of fresh content is by publishing a business blog. [HubSpot research](#) indicates companies that blog generate 55% more visitors, 97% more inbound links, and 434% more indexed pages than companies that don't blog. Still, while many businesses are starting to recognize the powerful impact a blog can have on business success, that doesn't mean they're all doing it right.

Whether you've only just decided to launch a blog for your business or you've been blogging for a while, this ebook will help prevent you from falling victim to some of the most common business blogging mistakes and teach you how to fix the blogging mistakes you might already be guilty of making. Consider it a sort of business blogging first aid kit, and get ready to start applying some blogging band-aids!

Marketing Mistake 1

Not Integrating Your Blog With Your Main Website

Mistake:

Your blog is published on its own domain, separate from your company's main website. Even worse: Your blog is published on a free blogging platform's domain such as Blogger.com, WordPress.com, or TypePad.com. Eeek!

Why It Hurts:

Not integrating your business blog with your company's main website can be damaging for several reasons:

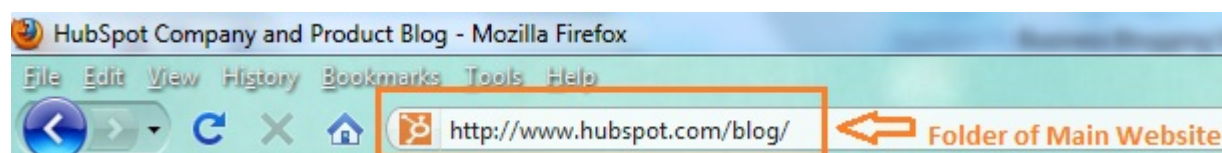
- **Search Engine Optimization (SEO):** One of the biggest benefits of business blogging is its impact on search engine optimization. Because each new blog article you publish creates a new web page that can be indexed in search engines to help you get found online, you really want your business blog to be associated with your main website. That way, any SEO juice you generate from your blog will automatically benefit your corporate website as well. Hosting your blog on a free platform's URL like <http://companyblog.wordpress.com> will only guarantee that the SEO credit you've built gets applied to the blogging platform, not your own website.
- **Branding:** There are a few negatives associated with hosting your blog separate from your main website that affect your company's branding. First, even if you link to the blog from your website's main navigation, your site visitors will get sent to a completely different website, which may not espouse design and branding elements consistent with your main website and may result in confusion. Furthermore, sending site visitors to a blog on a free platform can result in the perception of your brand as unprofessional or unreliable.
- **Centralization:** Even though your blog is hosted on a separate URL, let's say you've purchased a unique domain (e.g. <http://thisismyblog.com>) and linked to it from the main navigation of your company website. While this is a better practice, you're still sending site visitors away from your main website. This is counterintuitive, as usually the goal is to attract visitors to your main website by using your blog as bait. Ultimately, you want all of the engagement to happen on your main website, and you want your blog visitors to associate your blog with your brand name.

Easy Fix:

Our recommendation of the ideal home for your blog is on a sub-domain of your main website (e.g. <http://blog.website.com>).



Another good alternative is to put your blog in a folder of your main website (e.g. <http://website.com/blog>). Both of these options will allow your corporate website to benefit from the search engine optimization advantages your blog will generate. The only difference between the two is that a sub-domain will allow you to set up your blog as slightly independent from the main website (though still contributing SEO advantages), which affords you some additional flexibility regarding the blog's layout and design.



Hosting your blog on a completely separate domain such as <http://thisismyblog.com> is a third option, and it's an okay alternative. However, if you decide to go this route, bear in mind that you'll ultimately be embarking on two separate link building campaigns – one to boost the SEO of your main website and one to boost the SEO of your blog. One benefit of this option is that your blog is completely separate from your main website, which may help it seem less promotional since it's not directly connected to your product. (Although arguably, one of the benefits of keeping your blog and website together is that the thought leadership on your blog increases the credibility and trustworthiness of your brand and its products.) While it's a limited benefit, hosting your blog on a separate domain can also offer a way to pass some link-building SEO juice from your blog to your main website.

If you've been hosting your blog on free URLs like blogspot or typepad, you are going to have difficulty switching it over to a blog that you host and keep the search engine traffic (SERP) and page rank that your blog has collected. If your blog is on blogspot.com, Google does not let you do a 301 redirect from your old blogspot site to anywhere else. (A 301 permanent redirect is the means by which you set up a clean forwarding address from your old site to the new one.) That means that Google does not let you redirect the SEO value to a new site.

Google has programming interfaces to support an automatic transfer of your blog but they have their quirks. One does not let you migrate comments (an important part of any blog) and the other doesn't let you move more than a few dozen articles – period. There are ways to keep your search rankings when you switch, but you will probably need the help of programmers to transfer your data and keep any SEO.

Marketing Mistake 2

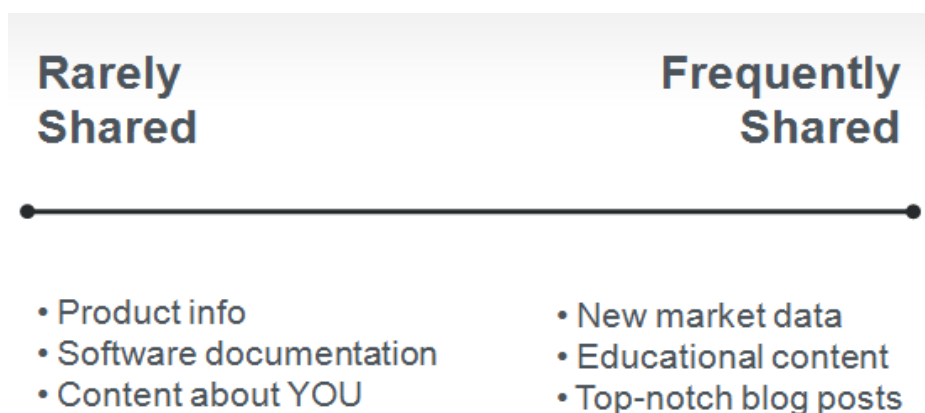
Publishing Too Much Content About YOU

Mistake:

The content you publish on your blog is too heavily focused on you – your products, services, achievements, and why you're awesome – and it's seriously lacking thought leadership.

Why It Hurts:

Publishing product or company-focused content is okay only if you limit it to a company news and/or product blog. For the purposes of this ebook, we're focusing on business blogging through which you're hoping to exhibit thought leadership and expertise. In this type of blogging, you'll get dinged by too much product-focused or company-centric content. If people are visiting your blog expecting to find educational content and all they find is you talking about how great your products and services are, you're not going to accomplish the same goals or attract as many readers as you would if you published thought leadership-based content.

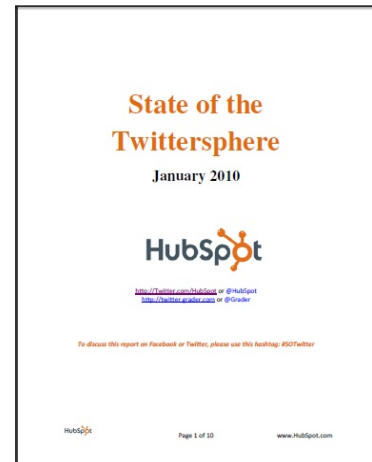


Easy Fix:

Change the way you think about content for your blog. Take a look at the representation on the previous page that shows different types of content and which is more share-worthy. Instead of creating product-focused content for your blog that is unlikely to get shared, consider spending more time on educational, data-driven or especially thought-provoking content relative to your industry that has a better chance of spreading.

Examples of Thought Leadership-Driven Content:

- Industry/market data
- Industry best practices
- Reports based on industry research
- Content that educates
- Thought-provoking content
- Industry (not product-focused) case studies
- Industry-related news topics and takeaways



By creating these types of content, you'll start establishing your blog as a resource on a particular topic related to your industry. Because people are more likely to share content that is educational in nature, your content will have the capacity to reach a larger audience of potential customers. As a result, people will start to associate your business with being an industry expert, translating to more credibility and trust in the products/services you have to offer.

Marketing Mistake 3

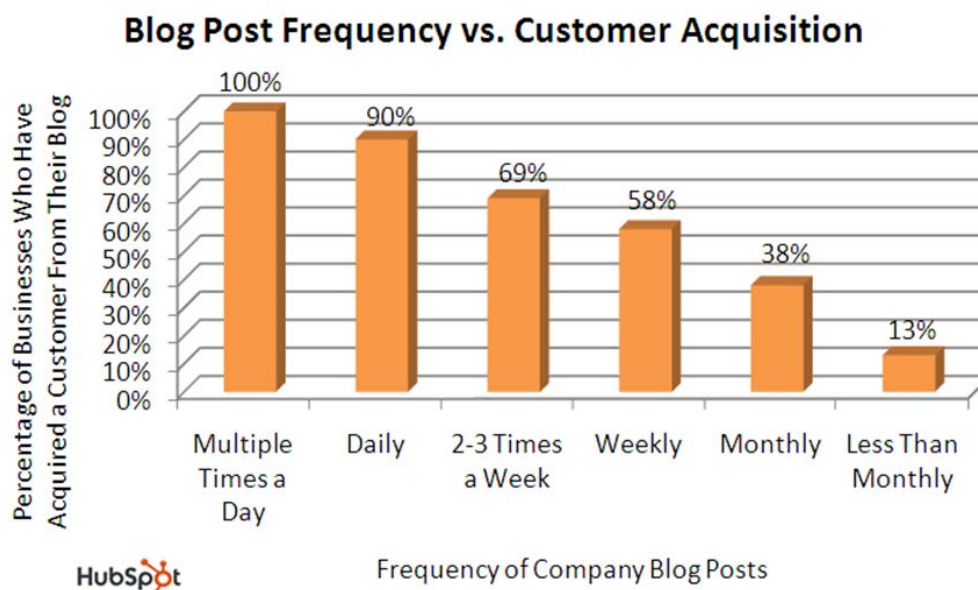
Publishing Infrequently & Inconsistently

Mistake:

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

Why It Hurts:

Research shows that the companies benefiting 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 [2010 State of Inbound Marketing Report](#), 46% of companies that publish a business blog have acquired a customer from a blog-generated lead. In addition, there is a direct correlation between the frequency of blogging and customer acquisition. Note the chart on the next page, also generated from the 2010 State of Inbound Marketing Report, which indicates that the more often a company blogs, the more likely that company is to acquire customers from its blog. Ignoring your blog rather than keeping it updated with fresh content means you are leaving prospective customers on the table.



Easy Fix:

Make a commitment to the upkeep of your blog. The most common frequency we observed 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 concern or deterrent for you, consider other ways to source content for your blog. We'll address this more in Marketing Mistake 9 (Not Sourcing Content), but 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 to contribute content](#) is a great way to divide the responsibility and workload of content creation as well as elicit new and varying perspectives and insight, which can add depth to your blog.

Need help getting organized? Consider sitting down and [creating an editorial calendar](#) to keep you on track for regular publishing. Decide on how many times per month you'd like to publish, then create a dedicated [Google Calendar](#) or an Excel document and mark off the actual days you will commit to publishing. Go one step further by planning the topics you will write about on those specific days, always keeping in mind your audience and considering topics that might line up with timely elements like upcoming industry events.

Once you've worked your way into a regular blogging routine, consider increasing your blogging frequency.

Marketing Mistake 4

Posting Off-Topic or Unfocused Content

Mistake:

Your blog is unorganized, all over the place, and lacks a concrete, unified theme.

Why It Hurts:

Without a clearly definable purpose and focus, your blog will suffer. If you're expecting to generate a community of subscribers, readers, and fans that you're hoping to someday nurture into paying customers, you need to give them a reason to keep coming back. There's no doubt about it: People like guarantees. When people visit HubSpot's [Internet Inbound Marketing Blog](#), for example, they come to find resources about inbound marketing because that's what the focus of the blog is, and over time, that's what they've come to expect.

Easy Fix:

It's about time you decided on a focus/topic for your blog. Spend some time figuring out what that is, and keep that focus in mind every time you create blog content.

Tips for Defining Your Blog's Focus:

- Think about the goals of your blog. What are you trying to accomplish by publishing a blog?
- Generate a list of keywords that describe your industry, products, or services, and see if that helps you come up with a focal point.
- Is there a specific industry-related topic on which you or your business can share expertise or knowledge?
- What does your audience want? Ultimately, you're trying to attract a certain audience for your blog. Think about the persona(s) of your ideal customers and consider what information they might be looking for that might lead them to your blog, and ultimately, your product/service offering.

Marketing Mistake 5

Offering No Content Variety

Mistake:

Your blog is a monotonous stream of the same type of content, offering no variety and boring your readers to death.

Why It Hurts:

While people crave consistency in focus on blogs, you also need to keep them interested by varying the way in which you present information. 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.

Easy Fix:

Variety is the spice of life, so start spicing up your blog by introducing content variety. Think outside the box and [brainstorm a style bank](#) of different types of content you can create for your blog. Below is a list of some ideas to get started.

Types of Blog Content:

- Text-based copy
- Charts or graphs
- Audio (podcast content, interview recordings, etc.)
- Cartoons
- Infographics
- Guest blog articles (from other industry bloggers or experts)
- Curated lists
- Industry-related book reviews
- Q&As
- [Videos](#) (interviews, screencasts, instructional how-to's, entertaining/funny videos, music videos, news-style videos, etc.)



Marketing Mistake 6

Failing to Encourage Engagement & Conversation

Mistake:

Your blog is a one-way platform for your ideas, offering no way for you and your readers to engage in conversations, interact, and provide feedback or insightful commentary.

Why It Hurts:

Just as you tend to hate the guy at the cocktail party who talks about only himself without letting you get a word in, no one likes [a blog that suffocates conversation and engagement](#). Blogging is social, and treating your blog like a megaphone instead of a platform for two-way communication will suck the life out of it.



Easy Fix:

Remember that your blog's readers are critical to the success of your blog, and treat them as such. By publishing a blog, you're also creating a community of potential customers, and these prospects like to be heard. Take the following steps to make sure your fostering interaction on your blog:

1. **Keep Comments Open:** Don't close the comments on your blog. They're essential to facilitating conversation about your blog content.
2. **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.

3. **Allow Commentators to Provide an Identifying URL:** While there's [no longer any true SEO benefit to links left in blog comments](#), enabling commentators to identify themselves with a URL is always a considerate and appreciated capability for readers.
4. **Monitor and Reply to Comments:** 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 community you've created and care about what they have to contribute.
5. **Listen to Feedback and Respond Appropriately:** 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.
6. **Directly Encourage Engagement by Asking Questions:** 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 relating to the topic.

Marketing Mistake 7

Neglecting Opportunities for SEO

Mistake:

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

Why It Hurts:



As we hinted in Marketing Mistake 1 (Not Integrating Your Blog With Your Main Website), one of the greatest benefits of business blogging relates to search engine optimization. If you're not consciously acting on the various ways to optimize your blog for search engines, you're missing out on a tremendous opportunity your blog can offer to increase your keyword rankings and grow your organic search traffic.

Band-Aid:

The number of terms that a website can rank for is directly related to the size of the site, and more often than not, the difference between a 50 page website and a 500+ page site is a 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 your blog.

2 Steps for Implementing a Simple On-Page SEO Strategy for Your Blog:

1. **Identify Your Keywords:** Remember back in Marketing Mistake 4 (Posting Off-Topic or Unfocused Content) when we suggested brainstorming keywords to help determine a topic for your blog? This same practice 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 (e.g. "blogging" would be more difficult to rank for than "how to use a blog"). 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 to focus on ranking for in search engines.
2. **Optimize Your Blog Content for Your Keywords:** The most important places to include keywords on any page of your site are in the page title, the URL, and the H1 (Header) tag

(or in your blog's case, 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. You also need to make sure that this phrase appears up front. A common mistake is for a company to put its name before its keywords in page titles (e.g. "HubSpot | How to Use a Blog"). Instead, you would want to write, "How to Use a Blog | HubSpot."



Additional Resources:

- [How to Use SEO, Blogging, and Social Media to Get Found Online](#) (free webinar)
- [Search Engine Optimization Marketing Hub](#) (comprehensive SEO resources)

Marketing Mistake 8

Ignoring Low-Hanging Fruit

Mistake:

You've overlooked several additions to your blog that provide a lot of value and take little effort to implement.

Why It Hurts:

Not considering low-hanging fruit for your blog can prevent it from creating a lot of added value. For example, if you've neglected to add a 'subscribe' button, you're probably missing out generating on a ton of new subscribers. Haven't added social sharing buttons to your blog articles? Then you're probably not making it as easy as possible for readers to share your content with their networks, squandering your blog content's chances of reaching as large an audience as possible. Keep in mind that the more you spoon feed your readers by putting options right in front of them, the more likely they are to share your content and/or become engaged.

Easy Fix:

Start evaluating your blog, looking for opportunities to enhance it by adding low-hanging fruit. Here's a sampling of items you should look out for and make sure are included on your blog, in its sidebar or within blog articles themselves:

- **RSS/Subscribe Button:** This is probably the most important low-hanging fruit item for your blog. Add an RSS button that links to your blog's RSS feed to the top of your blog's sidebar so it can be easily located by readers. Also add an option to subscribe via email, since not everyone uses an RSS reader to consume blog content. You'll be surprised at how many more blog subscribers you'll generate.



- **Social Sharing Buttons:** Make sure every blog article you publish is equipped with social sharing buttons to make it easy for people to share your content in social media. Buttons to share on Facebook and Twitter are must-haves, but you can also add buttons for LinkedIn and other social networks according to your preference or the specific social networks your audience populates.

7 Things Your Blog's Sidebar Can't Live Without

Posted by Diana Freedman
Thu, Oct 07, 2010 @ 08:45 AM

[Comments](#)

Social Sharing Buttons



Your blog sidebar can be filled with anything you'd like, from fun and fancy widgets to ads for generating some extra income. But there are several important elements that your blog sidebar shouldn't be without. They'll not only help you keep readers on your site, but will help bring them back for more, or even turn them into leads.

Here are seven essential elements you should include in your blog's sidebar:



- **Photos/Images:** Adding photos and images to your blog content is one of the simplest ways to increase engagement and interest in your posts. People tend to gravitate toward photos, and an image is a great way to break up a block of text to make it more eye-catching and less daunting. You don't need to spend a lot of time finding the perfect image, but taking a few minutes to find something that is visually interesting and relevant can do wonders to improve the quality and share-worthiness of your content. To find free photos/images, use [Flickr's advanced search function](#) and make sure the "only search within Creative Commons-licensed content" box is checked at the bottom. Be sure to also credit and link back to the photographer's Flickr page. (See also: "[How to Use Creative Commons to Add Images to Your Blog](#)")
- **Search Box:** Encourage readers to spend additional time on your blog by enabling them to easily search for other blog content. This can easily be accomplished by adding a search box to the header or sidebar of your blog.

WHAT IS HUBSPOT? WHO USES HUBSPOT? MARKETING RESOURCES ABOUT US DEMO BLOG

SEARCH GO

HubSpot Blog

Inbound Internet Marketing Blog
SEO, Blogging, Social Media, Landing Pages, Lead Generation and Analytics

- **Tagging and Meta Descriptions:** Tags, meta tags, and meta descriptions are easy to add, yet also easy to overlook. Adding tags to your content will help your readers sift through your content, and while meta tags and descriptions [aren't as important for SEO as they used to be](#), they can still be useful. One reason: When posting links to content on such social sites like Facebook and LinkedIn, the meta description is often pulled in automatically. Adding a brief description will help to better promote your content on these sites and encourage more people to click.
- **Keyword-Rich, Attention-Grabbing Title:** Because the title of your blog content is usually the first thing people see, make sure it's descriptive and grabs the attention of potential readers. Because your blog title also serves as your content's H1 (Header) tag, make your title is keyword rich for maximum SEO benefits.
- **Lists:** Your blog should have a main theme (as discussed in Marketing Mistake 7), but it will usually also contain different sub-topics of content that can be assigned to categories (usually these categories will coincide with the tags you give your blog posts). Consider adding a list to your sidebar that links to various blog categories, which a blog visitor can click to view related articles. This will help blog visitors easily scan other topics or articles of interest. Other lists to consider adding are 'Most Popular Posts' or 'Most Recent Posts.'
- **Social Media Connection Options:** Your blog is a great place to promote your business' presence in social media, and it's often the first place people look to find it. Consider adding buttons with links to your corporate Twitter account, Facebook Fan Page, etc. to encourage people to follow and connect with you in social media.
- **Calls-to-Action (CTAs):** Your blog has tremendous potential to convert your site visitors into leads for your business. Make sure every blog post you publish includes a CTA that sends readers to a landing page with a form for an offer. You should also include CTAs in the sidebar and/or at the top of your blog. We'll discuss CTAs and conversion opportunities in more detail in Marketing Mistake 10.



- **Facebook Social Plugins:** In April 2010, Facebook essentially released a “like” button for the internet, along with other social plugins for businesses to connect their sites with Facebook. Consider adding these plugins to your blog as a way of spreading your content and attracting more readers. For further instruction, check out our [marketers’ guide to Facebook plugins](#).

Marketing Mistake 9

Not Sourcing Content

Mistake:

You're killing yourself over the grind of regularly coming up with original blog content, so much so that you're starting to burn out and are even considering giving up on blogging altogether.

Why It Hurts:

In Marketing Mistake 3, we emphasized the importance of keeping your blog updated frequently and consistently with fresh content. Let's face it though – it's not as simple as that, and it's also not hard to get so frustrated with the pressure of publishing content on a regular basis that you feel like giving up. This is dangerous, because we also know how valuable your blog can be and how much it can benefit your business. In addition, a one-track blog that offers only one person's perspective may result in an uninteresting, unsuccessful blog.

Easy Fix:

Contrary to popular belief, your blog doesn't always have to consist of completely original content, nor does it have to come from just one contributor. Consider the following suggestions to keep your blog frequently flowing with good content:

- **Curate/Aggregate Content:** 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 selecting and aggregating information into one place that creates more value for information consumers. While the information itself may not necessarily be 'original,' the aggregation of resources from different sources on a specific topic can be a great, supplemental alternative for your blog. Curated content can offer a lot of value to your readers since they don't have to look for it themselves amongst the tons of content noise already on the web.
- **Welcome Guest Bloggers:** Give yourself a break and accept guest blog articles from other industry experts and thought leaders. To expedite the process, create a form for your blog through which interested parties can submit their ideas for guest articles. Accepting guest blogging submissions will also open up the opportunity for you to guest post on your guest bloggers' blogs in return, which can introduce you to a separate blog's worth of subscribers and help to attract new readers for your own blog.

What the Heck is Sales 2.0 (& Why Should I Care)?

Posted by Pamela Seiple

Thu, Feb 11, 2010 @ 07:21 AM

 Comments

This article is a guest post by Nigel Edelshain, CEO of Sales 2.0 (LLC), a sales training firm that teaches sales people how to prospect more effectively.

- **Encourage Employee Contributions:** As we mentioned in Marketing Mistake 3, there is no rule stating that there can only one contributor per blog. There is also no rule that says contributors must only come from your company's marketing team. At HubSpot, every employee is encouraged to contribute, whether they're in marketing, sales, or another department. This practice results in the division of content creation responsibilities, making our blog regularly populated. Motivate other members of your team to contribute to your blog by offering incentives and creating a content culture at your company.

Running into the problem of a lack of content *ideas*? Make content sourcing part of your daily routine, and consider these sources to help you come up with blog topics and ideas:

- Reader feedback in the 'Comments' sections from past blog posts
- Your network of colleagues or contacts and connections
- Your own experiences, perspectives, and opinions
- Your customers (What information do they crave more of?)
- What others are talking about (e.g. other media that focuses on the same topic, industry publications, forums, other industry thought leaders/experts, breaking industry news, etc.)

Additional Resources:

- ["A Marketer's Guide to Content Curation"](#) (blog article)
- ["Does Your Company Have the Content Mindset?"](#) (blog article)

Marketing Mistake 10

Excluding CTAs & Conversion Opportunities

Mistake:

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 Hurts:

At HubSpot, our blog is one of the top sources of leads for our business. 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.

Easy Fix:

As we mentioned in Marketing Mistake 8, make it a habit to ensure that every blog post has a CTA 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 probably finding, reading, and deriving value from your blog's [evergreen content](#) today as well.

Below is a brief guide to get you started understanding the different types of CTAs and how to place them on your blog.

Different Types of CTAs:

Depending on the blog visitor, that person could be at 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, your job is to 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 lead information:



1. **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 information.
2. **Product-Focused Offers:** These types of offers are direct product offers such as 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.

CTA Placements:

So how do you best promote these offers on a business blog? Because all blogs are different – with different topics, audiences, and reader consumption habits – it's important to test various placements, designs, and copy of your CTAs to maximize your conversion rate. In terms of placement, start experimenting with these three CTA positions:

- **At the End of a Blog Post:** The online equivalent of calling a lead within minutes of conversion, a CTA at the end of a post that is relevant to the topic of the article will capture blog readers at their peak of interest and can dramatically increase your chances of generating business blog leads. (see image at right)

What is HubSpot?

HubSpot makes closed-loop internet marketing software that integrates your sales and marketing activities. It's simple really.

1. Get found.
2. Convert visitors into leads.
3. Close those leads efficiently.

[Start a Free Trial](#)

Going forward, the best defense is a good offense. Make sure that you have a plan in place (and have educated people about it) that addresses phishing and other kinds of online scams. Make sure folks can recognize a phishing email and know what to do immediately if they accidentally take the bait.

You can't let phishing or Internet scams scare you away from using social media marketing, but you can react intelligently to them. By addressing security concerns quickly and transparently, you can stop the bad guys from thwarting your efforts.

Video: How to Use Social Media for Lead Generation



Learn how to use social media for lead generation.

[Download the free video](#) to leverage Twitter, Facebook and other social media sites to generate leads and customers.

Article has 1 comments. [Click To Read/Write Comments](#)

- **Top Bar and/or Side Bar:** Placement of these CTAs are helpful in capturing leads who may not be reading a specific blog post but are instead scanning your blog as a whole. They should be more visually-oriented and include more general content offers that are applicable to the majority of your blog's readers and audience as a whole.



- **Text Links:** You may already be linking to other articles or outside resources within the body of your blog articles, but you can also sprinkle in anchor text links to some of your content offers related to that post's topic. Use these links to direct readers to landing pages with a relevant offer as a way to help supplement lead generation.

The Ultimate List: 100+ Facebook Statistics [Infographics]

Posted by Kipp Bodnar

Thu, Jun 24, 2010 @ 10:00 AM

Comments

With more than 500 million users Facebook has become the dominant player in the social networking industry. As marketers and business owners it is important to understand how potential customers are using Facebook in order to determine the best methods of communicating with them to build trust and facilitate customer acquisition. Our own Dan Zarella has done some great research into Facebook usage for his upcoming Science of Facebook Marketing webinar. This post aggregates many of his awesome statistics along with those from other organizations.

100+ Facebook Usage Statistics

1. Activity on Facebook by Age

Lead Generation

Marketing Mistake 11

Not Promoting Your Content in Social Media

Mistake:

You've launched a business blog and are publishing articles on a regular basis, yet you're not taking advantage of the power of social media to promote your blog content and increase your readership and subscriber base.

Why It Hurts:

By not promoting your blog content via social networks and social media sites, your content is missing an opportunity to reach a large audience of readers who may be interested in your content but don't even know it exists. If you're putting a lot of time and effort into your blog but none into promotion, you're squandering your blog's potential.

Easy Fix:

Spend more time building your reach in social media and promoting your content there. If you don't have the time to promote your content, scale back on the amount of content you're creating to allow yourself some more time to promote existing content.

Tips for Promoting Content in Social Media:

- **Create a Presence:** Don't have a Facebook Fan Page or Twitter account for your company? Create one today!
- **Expand Your Reach:** Promoting content via your presence in social media is only beneficial if you have a following. Spend time on increasing your following, and the number of people you reach with your content promotion will increase dramatically.



- **Share Links to Blog Content in Social Media:** Tweet links and post content to Twitter, Facebook, LinkedIn, and other social media sites your audience populates. (Expedite this process by connecting your blog to your Twitter and Facebook accounts with tools like [Twitterfeed](#) so new blog content is automatically shared).
- **Make Social Sharing Easy:** As mentioned in Marketing Mistake 8, add social sharing buttons to every blog article to encourage your readers to share your content with their networks, too. Your readers, who each have their own, individual reach, can serve as powerful evangelists for your content.
- **Don't Stop at New Content:** If you're regularly publishing content, chances are you have a lot of older pieces of content at your disposal. Don't stop at only promoting your brand new content. Consider sharing evergreen content in social media, too. Just because an article isn't necessarily "new," doesn't mean it's not new to many of your readers.

Additional Resources:

- [Social Media Marketing Hub](#) (comprehensive resources about social media marketing)
- ["7 Steps for Getting More Mileage Out of Your Blog Content"](#) (blog article)

Marketing Mistake 12

Ignoring Blog Analytics

Mistake:

You're blogging away, but you haven't stopped to analyze your blog's success or to think about whether your efforts are paying off.

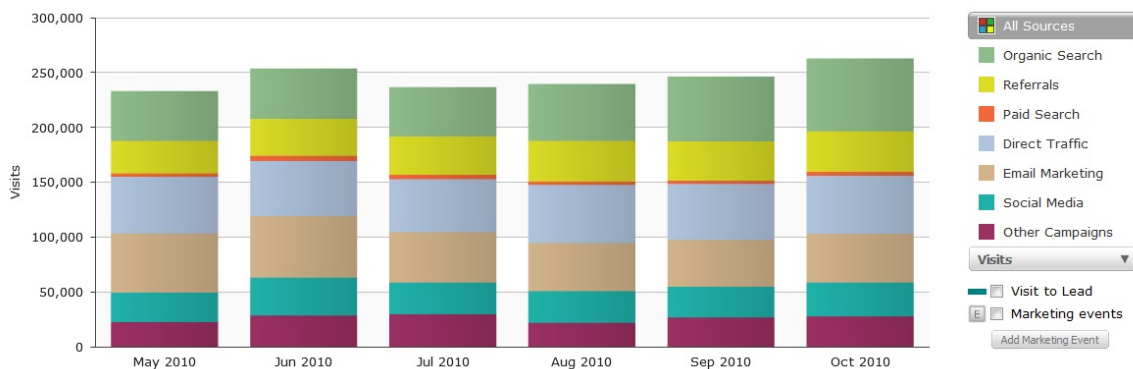
Why It Hurts:

Analytics can give you valuable insight into the success of your blog and help justify your efforts to your boss and management team. They can also be helpful in determining which topics, titles, and types of articles are working – or not working – for your blog's audience. By failing to analyze your blog's effectiveness, you're ignoring information and data that can help you take your blog to the next level and increase its effectiveness.

Easy Fix:

Pay regular attention to analytics so you're aware of how your blog is performing. Depending on your blog's goals, you may want to focus on different metrics, but the following are a few general blog analytic metrics to track that can help measure your blog's success:

- **Monthly Visitors:** Measuring the number of monthly visitors your blog receives can help you determine its reach. It might also be helpful to break this number down further to determine where your visitors are coming from (e.g. social media, search engines, direct traffic, etc.).



- **Traffic-Drawing Keywords:** You can also measure your blog's reach by tracking the number of keywords that are drawing traffic to your blog and noticing if those keywords are drawing more traffic over time.
- **Subscribers:** How many people have subscribed to your blog (via RSS and email)? This number is a great indication of your blog's stickiness, as these readers are those who have opted in to receive your blog content *regularly*.
- **Comments Generated:** If your blog posts are generating few comments, this is a sign that your blog lacks engagement and interaction. To increase engagement, try asking questions within your articles to encourage dialogue. You can also use blog comments for qualitative feedback. Do you notice a pattern in which certain article topics or types of posts are generating particularly positive or negative comments? How can you apply what you've learned when creating future blog content?
- **Page Views:** Are certain articles generating more page views than others? Number of page views can give you great insight into which articles are successful and which aren't.
- **Inbound Links:** Inbound links are a great measure of your blog's authority. More inbound links to your blog content means more SEO authority for your blog.



ARTICLE	PUBLISHED	AUTHOR	PAGE GRADE™	COMMENTS	INBOUND LINKS	PAGE VIEWS
How to Monitor Your Social Media Presence in 10 Minutes a Day	1 month ago	Rebecca Corliss	33	39	196	11,182
Facebook in Real Life: Throwing Sheep [cartoon]	3 months ago	Dharmesh Shah	0	14	121	3,651
Press Releases: Which Of These Rookie Mistakes Are You Making?	6 months ago	Dharmesh Shah		29	101	3,831
Social Media Marketing Madness [cartoon]	3 months ago	Dharmesh Shah	1	32	83	4,986
The Best Way to Build a Twitter Account? Step by Step	1 month ago	Dan Zarrella	2	33	68	5,678
New Data on Top Twitter Applications and Usage	2 months ago	Mike Volpe	1	43	67	4,632
Online Marketing: 2009 Predictions	3 months ago	Pete Caputa	3	37	42	2,080
Top 4 New Facebook Page Features Businesses Will Love	2 months	Ellie Mirman	2	26	41	3,995

- **Tweets and Retweets:** Have you noticed a spike in the number of tweets and retweets of your blog content? This is also a good measure of your blog's authority.
- **Conversion:** At the end of the day, the most important metric for bloggers is how many leads – and ultimately, customers – were generated from blogging. Track conversion by determining how many of your leads originated as blog visitors.

Be sure to report on these metrics regularly to get a better sense of your blog's performance and growth over time.

Marketing Mistake 13

Expecting Overnight Success

Mistake:

You just started blogging, aren't seeing any significant results, and consider abandoning your blog.

Why It Hurts:

Giving up on your blog means you'll be missing out on a valuable opportunity for lead generation and new customers.

Easy Fix:

Don't give up! Building a successful blog takes time, effort, and commitment. If you've read this entire ebook, hopefully you're walking away with some action items that have the potential to improve your blog's performance. Spend time taking the steps outlined in this ebook to tweak your blog and fix its mistakes, and stay dedicated!



Good luck!

About the Author

Pamela Seiple

Pamela Seiple is PR Manager and inbound marketer at HubSpot, an [internet marketing](#) software company based in Cambridge, MA. Pamela primarily manages the HubSpot [Company and Product News Blog](#) as well as HubSpot's award nominations, speaking engagements, PR opportunities, and customer case studies.

Prior to working at HubSpot, Pamela served as social media coordinator at Boston-based public relations firm, Schneider Associates, where she developed social media marketing programs for the agency and its clients. Pamela graduated with a BS in Public Relations from Boston University in May 2008.

In her spare time, she enjoys running, playing soccer, and blogging. Check out her personal blog, Little Baby Lump (<http://littlebabylump.com>), which is about the joys of being a new mother, and follow her on Twitter at <http://twitter.com/pamelump>.

Next Steps from HubSpot



1. If you are an organization or individual that wants a wealth of information about how to start and maintain a successful business blog, be sure to visit our [Business Blog Marketing Hub](#).



2. If you are a company, agency or organization interested in finding out how you can easily integrate your blogging, social marketing, SEO and PPC for better results, [sign up for a HubSpot demo](#).



3. If you are a small or medium sized business that needs more information before you expand your online marketing and determine where the conversation is happening for your industry, read out [Online Marketing Opportunity Report](#), with specific analysis for 33 industries.



4. If you are a company, organization or agency that wants to start getting found online, convert more visitors into leads, have tools available to close those leads and take advantage of critical analytics that can help you make smart marketing investments, start today with out [30-day free trial](#).



About HubSpot

Headquartered in Cambridge, MA, HubSpot offers inbound marketing software that helps small and medium sized businesses get found on the Internet by the right prospects and convert more of them into leads and customers. HubSpot's software platform includes tools that allow professional marketers and small business owners to manage search engine optimization, blogging and social media, as well as landing pages, lead intelligence and marketing analytics. <http://www.hubspot.com>

For additional educational resources and marketing content please follow us on [Twitter](#) and [Facebook](#).