**Why Isn’t Your Site Blogging? The Top Mistakes You’re Probably Making**

Everyone wants to become a top blogger and yet this is something that will elude an awful lot of us. Why is it that some people never quite make it and others get to the top quickly?

If you’re one of those bloggers that hasn’t made it yet, then chances are that you will know just how frustrating this is. It can feel a little like screaming into a void – you spend a huge amount of time working on amazing blog posts only to find that no one reads your site and your numbers just don’t go up.

Here’s the bad news: it’s not likely to change any time soon. Being a top blogger *takes time* and it isn’t something that will happen for you overnight unless you are *extremely* fortunate.

But being that as it may, you might find that you can improve your fortunes quickly and effectively if you are making one of these very common mistakes…

**Your Site Doesn’t Look Professional**

Let’s face it: a lot of new blogs out there just don’t look all that professional. Yours might well be one of them and there’s a good chance that you’re not even aware of it. It is *very* hard to be completely objective about our own work!

So, go and take another look at your site now and ask yourself *honestly*: is this as high quality as the very best blogs in your niche? Can it compete? If the answer is no, then you need to go back to the drawing board and try again! That probably means hiring a professional.

**Your Site is Generic**

The former mistake that people make is often a result of their passion: they love their site and they love writing and they can’t be bothered to focus on things like the way it looks.

But this problem is a problem that comes from a *lack* of passion. That is simply that far too many sites are completely generic and they offer nothing that is unique or that is interesting. For example, how many times have you seen articles out there with titles like:

* How to Earn Money Online

Or

* How to Get Abs

These are completely bland and unoriginal titles and as a result, very few people will want to be bothered to click on them. We’ve all read these articles or some variation of them countless times before and thus we don’t have any motivation to read them again.

Have a rethink and come back with a blog post that is absolutely unique and so exciting that if you were scrolling past it, you would *have* to click on it. Now do that again. And again.

**You Aren’t Posting Regularly Enough**

Here’s a massive mistake that a lot of people make: thinking that they can post once every month and become a big blogger.

It seems obvious: but if you want to become a full-time blogger, then you need to *treat* it like a full time job. If you blog part-time, you will get part-time results.