

# You may be overlooking something

If you blog, for yourself or for your organization, do you know what your blog looks like to the outside world? How are your readers seeing you? Are they subscribing in a reader, via email or just visiting your blog? Are those visitors sharing your blog? If so, how are they doing it?

(Caffeinated tip of a few days ago was to make sure your blog is shareable.)

Many bloggers out there, including those that blog for large organizations, are NOT checking to see how their blog looks. I can tell you because there are several I follow in my Google Reader. Here are several fixable mistakes these bloggers are making:

- Duplicating entries
- Having no title appear for the blog or having a generic title like "Most Recent Entries."
- No sharing button
- Sharing button that does not fill in information when you share so the post only has a link and no title.
- Only sharing the first line of the post
- Not allowing sharing from the reader
- Not having a visible RSS feed or email subscription tab on your blog

Happily, all these are fixable. Start by following your own blog via RSS feed in a reader and via email subscription. Use your sharing button to see how (and if) it works. You may be overlooking something that will turn off one of your readers. You should probably view the blog on someone else's computer too.

You may be overlooking something. Protect your brand and your

blog!