

7 deadly sins of content

Professionals don't have time to sift through mountains of content looking for nuggets relevant to their business. But you can be sure they'll skip your content if you make these seven deadly mistakes. Here are the top seven deadly sins of content, in order.



1. Too promotional

We get it; you want to sell your product. But you need to provide value if you want to build trust. So, go easy on the promotion, and give readers content they can use.



2. Too long

Get to the point. Don't add unnecessary filler content just to fill up a page. Ain't nobody got time for that – least of all business professionals.



3. Bad writing

It doesn't matter how good your information is; if your content is full of typos and bad grammar, you'll lose all credibility.



4. Doesn't deliver on promise

Your headline needs to be true to the rest of the content. While impressive headlines get clicks, honest and consistent content gets loyal followers.



5. Too high level

Professionals are looking for practical, concrete content. Don't speak in generalities; get specific and teach your readers something useful.



6. Not actionable

Professionals want to read or watch a piece of content and leave with a to-do list. Make sure your content incites action and gives readers a plan.



7. Ugly

Nothing is less appealing than poor design and formatting. Your design is the first thing people notice; keep it clean, current and easy to follow, and viewers will stay long enough to read it all.