

Project: Listicle Blog Post

General Business Blogging: Practical Ideas

By Vitali Babenia | June 2026

Project Overview

Source Text URL	https://sandesk1.blogspot.com/2021/04/15-blog-post-ideas-for-entrepreneurs.html
Editing Scope	Structural reorganization, content cleansing, grammatical correction, and lexical & stylistic refinement
Editing Challenge	Transforming the original blog post from a chaotic promotional pitch into a high-quality, trustworthy, and reader-focused resource
Word Count	322

Original Blog Post Summary

Note: The full original blog post — “15 Blog Post Ideas for Entrepreneurs, Marketers, and Businesses” — is available at the source text URL above. The following is a structured summary of the post's content and quality issues for reference.

The source text is a blog post that was published on a personal blog (sandesk1.blogspot.com) in April 2021 and aims to provide actionable blogging advice to a general business audience. Written in an informal, conversational tone, the post presents 15 practical ideas for entrepreneurs, marketers, and businesses looking to improve their content strategy. However, the execution falls short of this goal on several levels:

- The introduction promises “60 blog post ideas” while the post delivers only 15
- The text is heavily affiliate-driven, with excessive brand promotions shifting focus away from the reader
- Section headings are inconsistent or nonsensical (e.g., “Show a replacement function”, “means common mistakes”)
- An editorial note addressed to “Adam” was left in the published text
- The text contains recurring grammatical errors, weak lexical choices, and stylistic issues that undermine the post's credibility and readability
- The overall tone is informal and at times incoherent

Blog Post (Side-by-Side Editing)

Note: The following table presents selected excerpts of the full blog post, adapted for portfolio demonstration purposes.

ORIGINAL TEXT	EDITED TEXT
Running out of blog post ideas? Your blog can be a great asset and can be used as a tool to foster a community while driving sales. But you would like the content ideas to work. In this post, you will find 60 blog post ideas that you will use to create content that will grow your business.	Your blog is one of the most underused assets in your marketing toolkit. Done right, it builds community, drives organic traffic, and converts readers into customers — without a paid ad budget. In this post, you will find 15 blog post ideas to help you create content that grows your business.
5. Show a replacement function Part of having a business blog is keeping customers updated on new features or services. While the blog post itself is not very attractive, it is very informative and valuable to your audience. Dropbox recently launched Dropbox Paper, a way for your team members to have a central place for all their notes and work. His blog post showed three ways his readers can use Dropbox Paper for their next meeting. Show a replacement feature	5. Inform on New Features Informing on new features in your product or service is a powerful way to boost customer retention and prove the product is continuously evolving. It creates natural opportunities to upsell existing clients, reactivate lost users who were waiting for specific capabilities, and spark organic word-of-mouth marketing.
6. means common mistakes People love mistakes. Not by doing them, but by reading about them. In fact, the click-through rate for negative superlatives in their headline is 63% higher than headlines using positive superlatives. As an example, Hootsuite features a blog post on what social media marketers are getting wrong about SEO. Adam's Note: Be careful to inject an excessive amount of negativity into your headlines.	6. Use Negative Framing Strategically People love to read negative things. In fact, headlines with negative metrics have a 63% higher click-through rate than headlines with positive metrics. But be careful not to add too much negativity to your headlines, as this can lead to clickbait and, as a result, loss of trust from your audience.
10. Reports on your product If you knew your product is # 1 or in the top 10, wouldn't you want to shout it out to the whole world at the top of your lungs? Well, since you can't do this online, the best thing to do is a blog about it. For example, the productivity app Any.do share its enthusiasm for being one of the most widely used apps in America.	10. Highlight the Success of Your Product If your product is the number one or in the top ten, it will be a great idea to highlight it on your blog. This acts as powerful social proof that instantly builds trust and credibility with potential buyers. When a third party validates your product as a market leader, it reduces the perceived risk of purchasing, making the decision much easier for hesitant customers.

ORIGINAL TEXT	EDITED TEXT
14. Highlight customer stories Another way to humanize your brand is to point out customer stories on your blog. Introduce a client and make your audience understand it. For example, FreshBooks, a small cloud business accounting software, has long featured customer stories on its blog.	14. Publish Customer Stories Publishing customer stories on your blog is one of the most effective ways to humanize your brand and build authentic trust. By introducing your customers and giving your audience a genuine sense of who they are, you shift the narrative from dry product features to real, relatable human experiences. Highlighting their unique struggles, triumphs, and daily lives allows prospective buyers to see their own challenges reflected in those stories.

Editing Decisions

Title & Intro Realignment

The original post's title promises 15 ideas while the introduction claims 60 — a factual inconsistency that immediately undermines reader trust. The introduction is also framed as a vague question ("*Running out of blog post ideas?*") followed by weak, redundant sentences. Both were corrected: "*60 blog post ideas*" in the introduction was changed to "*15 blog post ideas*" to match the post's actual content, and the opener was reframed as a direct, value-driven statement that immediately communicates what the reader stands to gain.

Affiliate Content Removal

A well-executed affiliate blog post integrates brand mentions organically — as natural examples that serve the reader's understanding — rather than building the entire post around product promotions. The original text fails this standard: specific brand mentions (Dropbox, Hootsuite, Any.do, FreshBooks) are used to promote products rather than illustrate ideas. All affiliate-driven content was therefore replaced with reader-focused explanations that deliver genuine informational value.

Structural & Heading Correction

Several section headings are nonsensical or duplicated: "*Show a replacement function*" appears twice with slightly different wording; "*means common mistakes*" is grammatically incoherent; and "*Reports on your product*" does not describe the content that follows. All headings were rewritten to accurately reflect the section content and follow consistent title case formatting.

Removal of Editorial Intrusion

The private editorial comment "*Adam's Note: Be careful to inject an excessive amount of negativity into your headlines*" was accidentally left in the published text. It breaks the reader's experience, implies the post was not properly proofread before publication, and attributes the note to an unidentified "*Adam*". It was removed entirely, with its core advice integrated naturally into the body text.

Grammatical Corrections

Several grammatical errors were identified and corrected: the parallelism error in "*People love mistakes. Not by doing them, but by reading about them*" was resolved by restructuring the sentence; the tense mismatch in "*If you knew your product is # 1*" was fixed by rewriting the condition; the missing infinitive in "*the best thing to do is a blog about it*" was addressed through a full sentence rewrite; and the construction "*make your audience understand it*" was replaced with a more precise and emotionally resonant alternative to correct both the pronoun objectification ("*it*" referring to a human client) and the weak verb ("*make*" implying force rather than invitation — addressed as a stylistic issue). Additional grammatical errors present in the removed affiliate examples were eliminated through content cleansing rather than individual correction.

Lexical & Stylistic Refinement

Several lexical and stylistic refinements were made: word repetition ("*ideas*", "*content*") and mechanical sentence rhythm ("*that you will...that will*") in the introduction were eliminated; the phrase "*the blog post itself is not very attractive*" was removed as a poor positioning choice; the cliché "*shout it out to the whole world at the top of your lungs*", followed by the unnecessary literal explanation "*Well, since you can't do this online*", was replaced with direct, confident phrasing; and the weak phrasal verb "*point out customer stories*" was upgraded to a precise marketing alternative.

Portfolio Sample — Editing & Proofreading | Vitali Babenia | June 2026

Editing & Proofreading © 2026 Vitali Babenia. All rights reserved.

Original text excerpts reproduced under fair use for critical/educational commentary. Full attribution and source link provided above.

Used solely as a non-commercial portfolio sample.