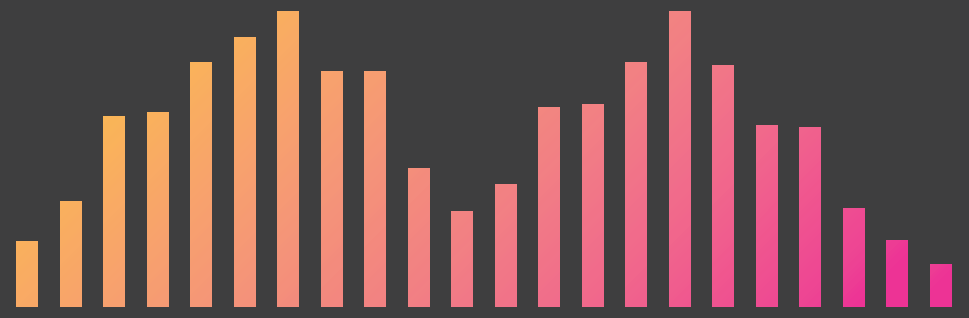


Blog Post Layout & Design



The Secret Sauce to Winning Blog Layout and Design

TOP OF BLOG PAGE



01 Blog sub-menu: The blog sub-menu is specific to the blog and allows visitors to browse topics by category, further emphasizing content consumption mode. Note that if you want to create a blog sub-menu, the blog has to be big enough to justify enough categories, which is likely in the 30+ blogs range.

03 Author and Publish Date: These attributes play along nicely with the trustworthiness and credibility aspect of the site. The author's name is clickable and takes you to the author bio page, which showcases the author's other content. The blog published date (or last modified date) provides insight into how relevant the content is.

05 Featured images match hub page: Continuity is vital in blog hub page and blog post design.

02 Breadcrumbs: Breadcrumbs help with navigation as well as internal links, which have a nice SEO benefit.

04 Table of contents: Readers tend to skim articles for the contents they want. A table of contents encourages readers to jump to where they want to read, and provides a nice overview of all the content that is provided in the post.

06 Leading paragraph needs to be above the fold: A good rule of thumb is not to make readers have to scroll to read the first paragraph of content. Thus, we recommend designing your post page so that the leading paragraph is above the fold.

BOTTOM OF BLOG PAGE



07 Cite your references: Credibility is a factor for readers as much as it is for Google, so if you can cite credible sources, your readers, and Google, will appreciate your efforts.

10 Include social media sharing buttons: Consider putting them at the end of your post, or towards the top.

08 Include a CTA at the bottom of each post: The name of the game here is list-building or pushing visitors down a funnel, so provide a CTA at the bottom of each post.

11 Include an abbreviated clickable author bio at the bottom of the post: Include a clickable author bio at the bottom of the post as well as the top of the post, or just at the top, or just at the bottom. It's really a matter of preference.

09 Encourage content consumption with 3-4 related posts at bottom of post: Once people make it to the bottom of a post they are likely in content consumption mode. Rather than the general "Additional Reading" add-on to the bottom of your post that often features your most popular, but potentially unrelated posts, curate some related posts by category or tag so that readers can continue their journey of knowledge.

Here, just include two or three sentences about the author that showcase their credibility as well as some social links or a company email link. It's important to make the author bio clickable and linked to their full, dedicated bio page.