Blog Post Layout & Design

The Secret Sauce to Winning Blog Layout and Design

Blog sub-menu: The blog sub-menu is specific to the blog and directs visitors to browse topics by category. If you want to create a blog sub-menu, the blog link has to be big enough to justify consumption mode. Note that if you further emphasize content by category or tag so that readers can continue their journey of knowledge.

Table of contents: Display in a small text area for the contexts they need. Include content that takes your readers to jump to where they want to read next. It’s not just at the bottom of the post; it’s also at the top of the page.

Featured image continuity: Skim articles for the contents they need. Highlighted image continuity is all about the best place to read, and provides a nice overview of all the content that is provided in the post.

Fromabove: Reader’s search for visualisation as well as internal links, which have a low CDR benefit.

Table on bottom of blog page:

For a list of related posts, consider putting them at the end of your post, or towards the top.

Encourage content consumption with 3-4 related posts at bottom of post. It’s important to make the author bio clickable and linked to their full, dedicated bio page.

References:

- https://thedigitalelevator.com/blog
- https://thedigitalelevator.com/blog
- https://thedigitalelevator.com/blog
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About the Author:

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Author Bio:

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

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.

Remember: Avoid links to the bottom of your 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.