

beating blog fog

HOW TO SET UP YOUR BLOG
SO QUALITY LEADS FIND YOU & STICK WITH YOU

branding

OVERALL BRANDING | Your audience should be able to recognize your blog as you or your company. Your blog, website, social media, packaging, emails, etc should all have the same vibe in look and tone.

VISUAL BRANDING | Keep fonts, colors, and photography consistent with your overall visual branding.

VOICE | Keep in mind messaging and voice are just as important as your visual branding. Write consistently in regards to tone and grammar across all platforms.

content

AUDIENCE | Keep your audience in mind. What information do they need? What are their pain points? Why are they coming to you?

GOAL | Consider the goal of your post. Are you trying to develop authority on a topic? Inform an audience about your services? Gain credibility or loyalty with your brand story/ personality? What will ultimately help convert readers to customers?

CALLS TO ACTION | Have a next step (or Call to Action/CTA) in mind. Do you want them to sign up for a service? Purchase a product? Subscribe to a newsletter? Visit your website? Follow you on social media? Leave a comment?

HEADLINE | Choose a headline that is informative and gets the reader's attention. Most people will skim information, so try to compel them to keep reading.

SUBHEADINGS | Use subheadings to break up information and lead your reader to your CTA.

LENGTH | There's no right or wrong length, but keep in mind two things:

- **ATTENTION SPAN** | Avoid being repetitive or giving unnecessary information. It's helpful to keep sentences and paragraphs short. Long walls of content could make a reader keep scrolling past or stop reading all together.
- **SEARCHES** | You want enough information to incorporate key words and helpful information so that you show up in searches.

VALUE | Above all, make sure your blog adds valuable information to the reader. That will help you show up in searches and develop brand loyalty.

images

BREAKS | Photography and images are a great way to break up lengthy blocks of text, explain concepts, add humor, or enhance the brand story.

CONSISTENCY | Keep the look/feel of them consistent and on brand.

SIZE | Keep the sizing/format consistent so the viewer can easily find their way through the post.

COPYRIGHTS | You are financially liable for using copyrighted items on your website. It doesn't matter if you provide attribution or link back to the source. Unless you've received permission or have legitimately purchased usage rights, you can't post copyrighted photos. There are free and paid platforms to get stock photography.

stock vs original

STOCK PHOTOGRAPHY

- Pro: Has a professional look.
- Con: Lacks originality and often looks unnatural.
- Pro: Works well when you don't have the timeline or budget for high quality original photography.
- Con: Can make collateral feel fake or spammy and have potential to undermine your credibility.

ORIGINAL PHOTOGRAPHY

- Pro: You have full creative control over how/when it's used.
- Pro: You control it being on brand.
- Pro: Don't need to worry about copyright/licensing issues.
- Pro: More engaging, helps the audience to get to know your brand story better.
- Pro: Original photography often converts better than stock.
- Pro: With phones having better cameras, there's not as much of a need for professional photos to get high quality images.
- Con: If you don't have access to or the ability to create high-quality images, it can make your brand look less professional.
- Con: It may take a larger budget to hire a professional photographer.

SEO

THE GOAL | The goal is for your blog to show up on the first page of a search when someone searches for your keywords on your blog pages.

SEARCH ENGINE | Each blog page functions as an individual web page in terms of a search engine. So, including keywords in your content as well as the data and description to grab your audience is imperative on all pages. For example, all images should have an accurate title and alternate description such as `girlwithapple.png` instead of `image3.png`. Images search for a large component of all searches, so a user may find an image from your site, then link back to read your blog post or explore the site.

KEYWORDS | Keywords are words or short phrases that represent your business to your ideal client. As with any sentence you don't want to repeat, but knowing your keywords will help focus blog content.

METADATA | Metadata can come in various forms, but one of the primary items is the Meta Description, which appears under the Page Title and URL in a google search. It is a quick snapshot of what that page is all about, and should be kept under 130 characters in order to display properly and fully.

CATEGORIES | Categories help the user navigate through your blog posts to find the ones they want to read. In Wix, this shows up as a navigation bar in the Blog Feed page. They can also be related to our keywords, so allow for better search results that reach your target audience. Categories also allow you link a smaller group of blog posts on a separate page. Click the link for an article about setting up categories on your blog. [More Info.](#)

TAGS | Tags allow your blog posts within categories to be grouped together for search engines, and for users. In Wix, this can populate the "related posts" sections under an individual blog post. Click the link for an article on setting up tags in your blog posts. [More Info.](#)

LINKING | Link to your other posts within the blog article. This will help establish your authority on the subject while encouraging people to spend more time on your blog.

SOCIAL MEDIA | Social media links can be incorporated into your blog posts with the ability to share and comment on them within the post. Sharing your posts to social media allows for more visibility, shares and ultimately more search engine results.

BLOG CHECKLIST

CONTENT IS RECOGNIZABLE AS YOUR BRAND

FONTS ARE CONSISTENT

COLORS ARE CONSISTENT

WRITING SOUNDS LIKE YOU

INFORMATION PROVIDES VALUE

GOAL OF THE POST IS CLEAR

CTA IS EASY TO FIND

EYE CATCHING HEADLINE

SUBHEADS BREAK UP INFO

SENTENCES & PARAGRAPHS ARE SHORT

APPROPRIATE IMAGES ADDED

STYLE OF IMAGES ARE CONSISTENT

SIZE OF IMAGES ARE CONSISTENT

IMAGES HAVE APPROPRIATE PERMISSIONS

IMAGES HAVE ACCURATE TITLES

IMAGES HAVE ACCURATE DESCRIPTIONS

CONTENT INCLUDES KEYWORDS

META DESCRIPTIONS WRITTEN

APPLIED CATEGORIES TO POST

APPLIED TAGS TO POST

INCLUDED LINKS TO OTHER BLOG POSTS

SHARED POST ON SOCIAL