



10 Things
Every Blog
&
Website Need

QuickandEasyBlogging.com

*Quick and
Easy Blogging*

Blogs and websites can be a personal thing from design to content. You want to put your own spin and personality into it. It's true that your blog and website will be unique to you, but there are some things that every blog and website need.

When you begin the process of creating your blog and website – or give your current site an update or makeover – here are ten things you will want to have:

1 – About Page

This might be one of the most important pages on your site, but also one of the hardest to write.

It is extremely likely your **about page** will become one of the most visited pages on your site! One important thing to remember is to introduce yourself and your team (if they contribute to the site). If someone is reading your blog and wants to contact you for a partnership, they want to know the real YOU and how to contact you.

2 – Contact Page

You need to have a **contact page**. A contact form, email address or combination of the two works great.

3 – A Newsletter Sign Up

You want to be building a **newsletter list**, and you need to have somewhere for people to sign up for it.

Adding an opt-in box to your side bar, at the bottom of your posts or on specific pages of your blog is a great way to connect with your readers. Building a list is a great way to stay in contact with your readers and keep them coming back!

4 – Something For Sale

Can you say **side hustle**!! You're not in business unless you have something for sale, so share your products and talents with the world!



5 – Social Media

Another great way to connect with your readers on social media. Be sure to display links to your **social media accounts** so your readers can join your conversation.

6 – Testimonials

If you just launched your business you might not have testimonials, but make it your mission to get some! Display **testimonials** on your site as *social proof*, which will help establish trust with your readers.

7 – Easy Navigation

When you create your navigation, think about it from your visitors' point of view. Make it easy for people to find their way around your site. If they are frustrated trying to find something, or trying to buy a product or service, they may just click away and not come back.



8 – A Clear And Consistent Message

You want to have a **clear and consistent message**, so people know what you have to offer and what they can expect. It's natural to talk about different topics, but try to keep your blog focused to a set of topics that flow together.

9 – Content

You can create content in a variety of ways – from blog posts and pages to videos, podcasts, and images. **Content** is what draws your website visitors in, and keeps them coming back!

10 – Marketing Plan

If you don't tell people what you have to offer, how can they buy anything from you?

Your **marketing plan** doesn't have to be fancy, you just need to have a game plan of where you will be promoting (social media, newsletter) and what you'll be promoting (blog post, products). With this plan you'll be able to structure your day and time and make sure you're getting the word out about your business.