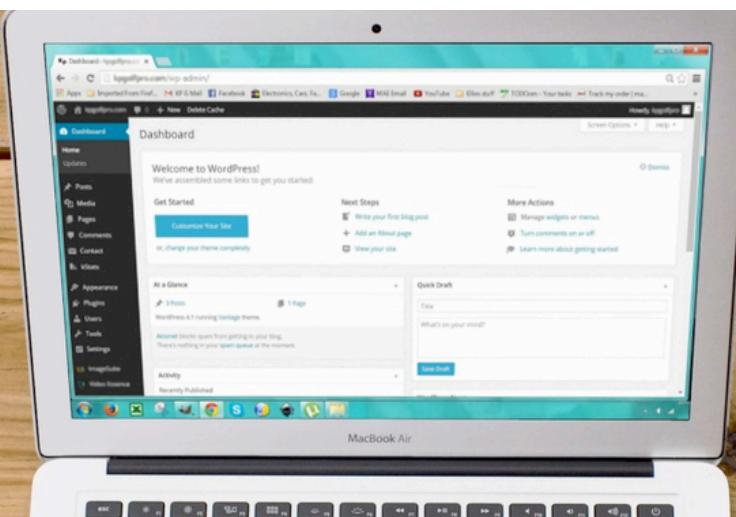
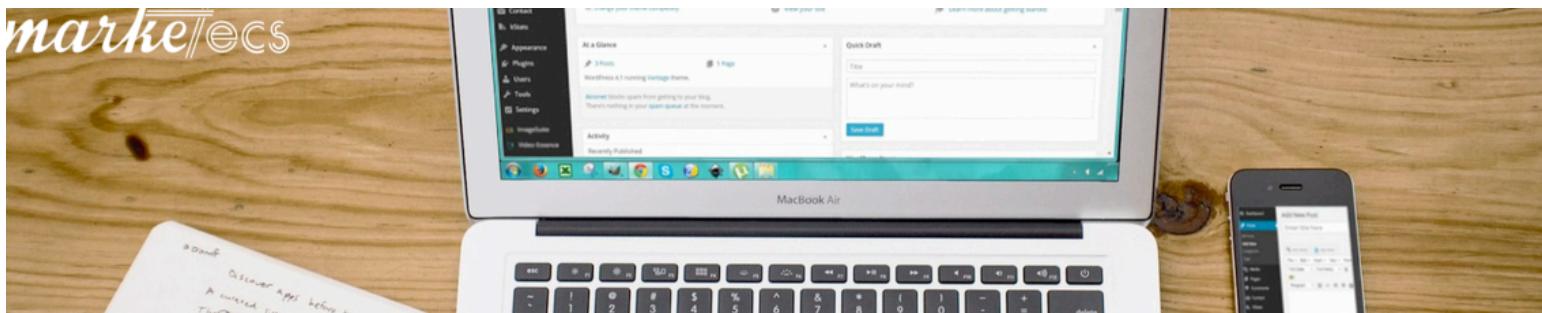


marketeecs



# 10 Things Every Blog & Website Need





Blogs and websites can be a very personal thing. You want to put your “voice” and personality in 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.

As you begin the process of creating your blog and website – or giving your current website a makeover – here are some things you will want to have:

## 1. About Page

It's very important to have an About Page. It will become one of the most visited pages on your site! People want to know who you are. Also important – tell people your name! I can't tell you how many times I've visited a blog and the blogger doesn't put their real name. If someone is reading your blog and wants to contact you for a partnership, they will want to know how to address the email!

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## 2. Contact Page

You need to have a contact page so people can email you. You have



the option of also adding a phone number, address, map, contact form, etc...

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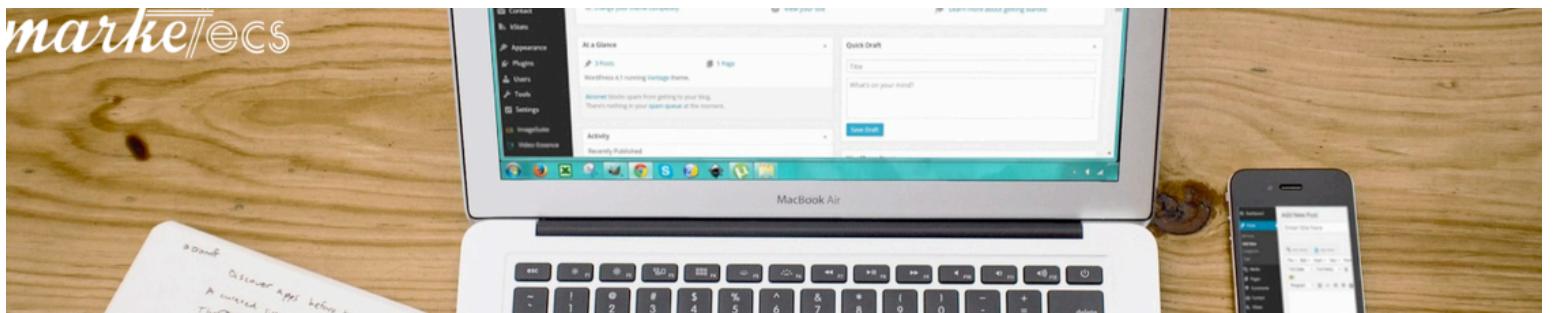
### 3. A Newsletter Sign Up Box (Opt-in Box)

This is very important! You want to be building a newsletter/contact list, and you need to have somewhere for people to sign up for it.

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## 4. Something For Sale

You should be offering a product or service that solves some sort of a problem. If there's nothing for sale, you're not in business.

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## 5. Social Media

Be sure to display links to your social media accounts, so your readers can easily stay in touch with you and join your conversation. It's best to have these as icons in the header and/or footer of your site.

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## 6. Testimonials

You may not have testimonials when you are first launching your business. Make it your mission to get some!

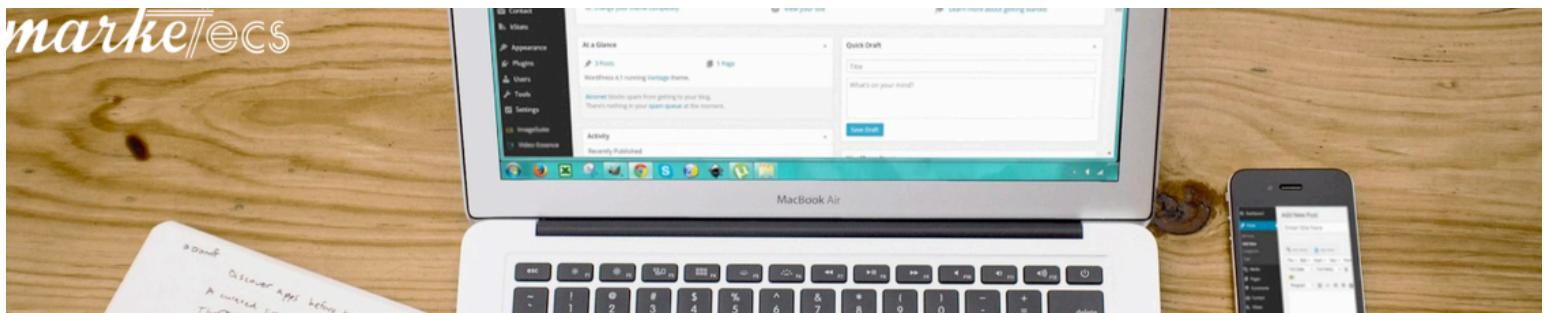
Once you have them, display them on your site. This is “social proof” and helps you establish trust with your readers. When acquiring testimonials, be sure to get permission to use them on your site and attempt to get a headshot or video of the contributor as well.



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## 7. Easy Navigation

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

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## 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. If you are writing about parenting and then start writing about motorcycle repair, people won't know exactly what kind of blog you have.

Yes, it's natural to talk about different topics, but try to keep your blog focused to a set of topics that flow together.



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## 9. Content

You can create content in a variety of ways – from blog posts and pages to videos, podcasts, and images. You will always need content. This is what draws your website visitors in, and keeps them coming back. And a consistent flow of relevant content will also help your search engine ranking.

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## 10. Marketing Plan

Like it or not, marketing is a major piece of your online business. You have to be telling people about your business. If you don't tell people what you have to offer, how can they buy anything from you?

Having a marketing plan will make your job easier. It doesn't have to be anything fancy. Just knowing what you want to promote during the month and having a game plan of where you will be promoting it (Twitter, Facebook, etc) and knowing how you'll be promoting it (a blog post, a podcast, etc) will help you structure your day and time, and make sure you are getting the word out about your business.

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There you have it, the top 10 things to get you and your website ready for visitors!