

The "Perfect" Blog Post

Attention grabbing headline. Nice and prominent.

Post metadata. Simple and understated.

Body copy should have a large, legible font with plenty of padding and breathing room.

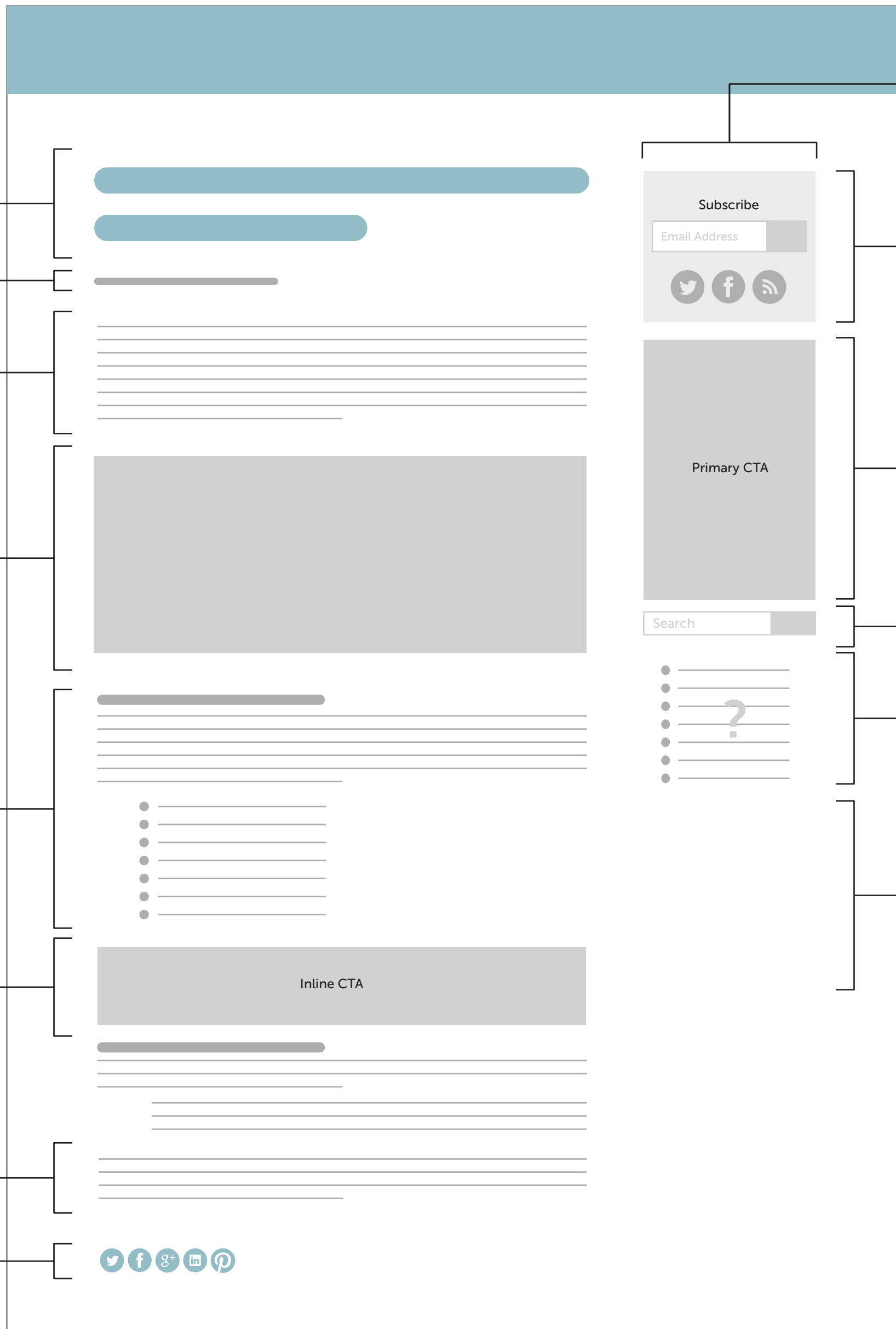
Each post should have at least one key image near the top of the post. Unique, non-stock, images are best. More is usually better.

Copy should use short, tight paragraphs and a variety of sub-headlines, lists, and indentations. Keep reading simple and easy.

Simple inline call-to-actions like Click To Tweet links make for an easy sharing experience.

End with a question or an idea that prompts the reader to comment.

Save social sharing for the end. Focus on a few key networks.



Right hand sidebars are more traditional, but also more familiar. In some cases you may not need a sidebar at all.

The best call-to-action focuses on converting a visitor to a reader.

Ads or other call-to-actions should serve the goal of making a visitor a long-time reader.

Search is not always a 'must have', but is usually a 'good to have.'

Recent posts and categories are not as important as you think. Use them at your discretion.

Yes, it's ok to have white space in your sidebar.



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