

THE 4 E'S OF A CUSTOMER-FRIENDLY BLOG DESIGN

Make it EASY for Your Customers to Buy from You

HOME

ABOUT

PORTFOLIO

BLOG

CONTACT

#1: Easy Navigation!

Your key content should be no more than 2 clicks away and your menu categories and tags should make sense to anyone who visits



SAMPLE POST

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#2: Easy on the Eyes!

Use colors that match your blog's character without giving readers a headache (No neon green, please)

COMMENTS:

#3: Easy to Read!

Use large, clear fonts that your grandmother could read and try to match the font style to your market, but only if it's still legible

SIGN UP

JOIN OUR NEWSLETTER!

Your email address is safe with us!

Enter your email

Sign up now!

#4: Easy to Know What to Do Next!

Always make an obvious and specific call-to-action... Tell people exactly what they need to do!



QUICK TIP:

Split-test different designs to see which converts most easily



Re-assess

Offer content that meets the needs of your market

Make your blog design both reader and buyer-friendly

Re-design



Tell people what they need to do

Sell



Ready to move on? Your blog is a valuable commodity.



Sell Your Blog



Beyond AdSense

Sell ad space directly, or try out other ad networks



You know how to blog. Teach others your skills.



Sell Your Services

Brands will actually PAY you to blog about them

Get Paid to Blog



T-shirts, crafts, mugs and more. You can sell them too.

Sell Physical Products




Be More Creative

Try other media to make your content more compelling

Repackage



Create other infoproducts to sell - using your blog content