

Updated on September 22, 2012

# The Anatomy of a blog: Typical blog structure.

Summary: How to identify a blog and know the anatomy of a blog. Here is some of the common features found on almost all typical blogs. These features are not only important to you as blogger but also beneficial for user and user experience,

We will discuss about the anatomy of a blog. Some common features and structure found in the most of the blogs. If you are going to start a blog then it is most beneficial to you to know the anatomy of a blog. Then think about the structure of your own blog.

## *Anatomy of a blog*, Structure wise:

Header, Content area, Sidebars, Footer widgets and Footer are found across all blogs. Bloggers generally have navigation bar at the top as shown in the figure. But some blogs also have secondary sidebar.

Each part of the structure has its own importance like without a header which contains site name or logo it will be impossible for visitors to identify a blog. It will be something like a person without name.

**The Header:** The header contains either branding name or logo. It should have a beautiful logo which should be unique. If you are using plain text then the title should be bigger in font-size so visitor can easily recognize the blog.

Many sites also include a navigation bar or search box along with title or logo.

**The Navigation:** I have considered this as a sub-set of Header area and placed it inside the Header because many people integrate navigation along with title or logo of the site. The navigation helps users to find content easily. It helps a blog to arrange

in a good manner. However some people adds navigation in a sidebar or both.

**The Content Area:** This is the place where users are mostly engaged and they arrived came to your blog for these content. It should be really clean to encourage the site engagement. Content Area contains the soul of a blog called posts and pages. As per requirement it also has social sharing buttons, related links some advertisements, comments or archives of the blog.

**The Sidebar:** Sidebar of a blog contains some call on action links like your twitter account or blogs' brand page, some links of recommended articles, ads and a lot more. This area have a lot of potential.

**Footer Widgets:** If a blogger feels not all content is covered in the sidebar then he uses this area to share some more widgets or gadgets.

**Footer or Footer credits:** This is area contains a few valuable links and disclaimer like copyright notice. Some advertisement programs like Google AdSense asks to have share Privacy Policy, so this place is also used for link to privacy policy. ToS, About us and Sitemap links are another integrals of this area.

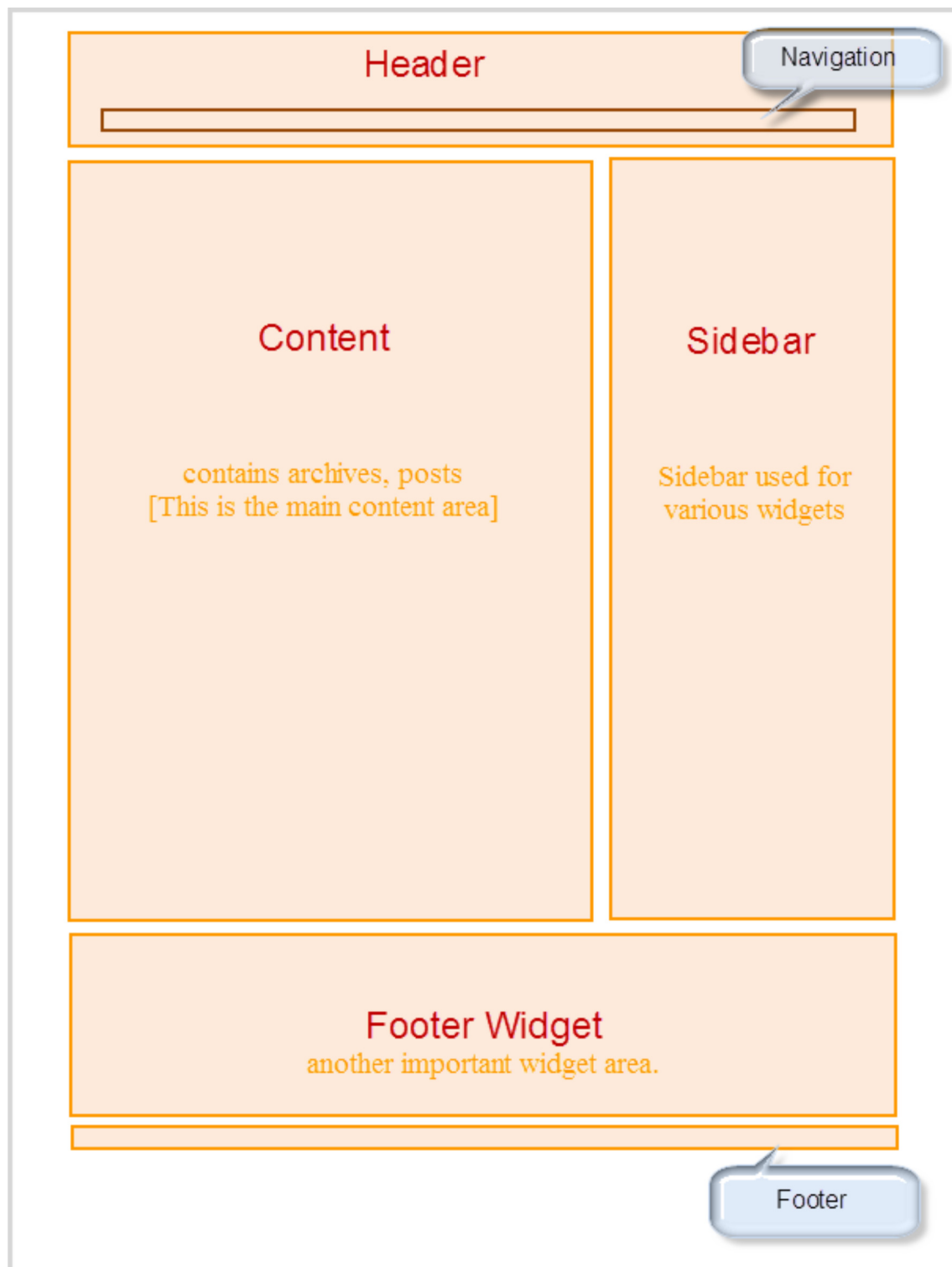


Figure 1: Anatomy of a blog

## Anatomy of a blog, Feature wise:

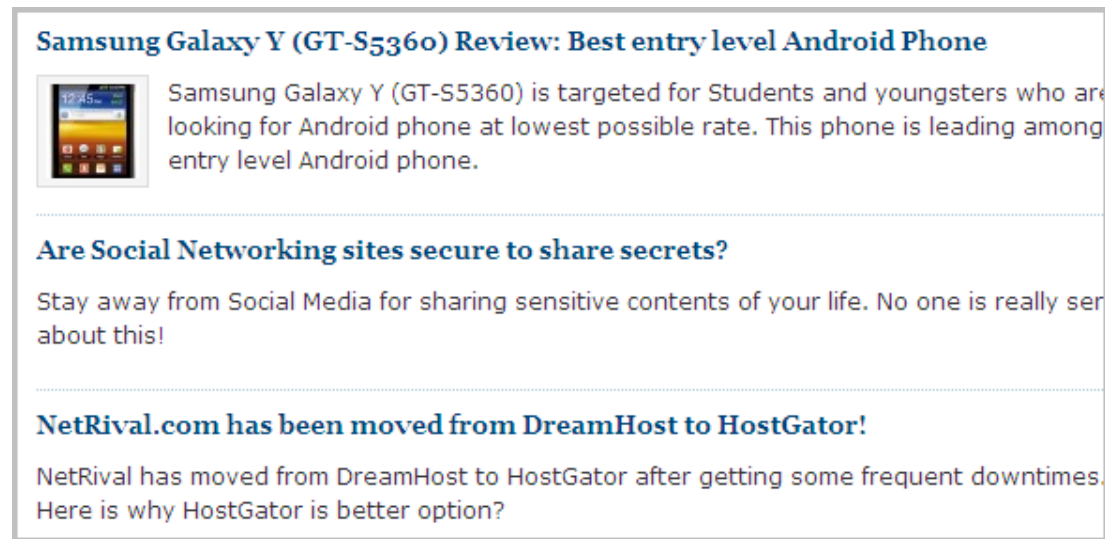
**Front Page:** Front page is a special page designed for your homepage of your blog.  
e.g. [yoast.com](https://yoast.com)

**Post body:** Post body of a blog is considered as the main content of a blog. It contains your published post and other information about the post like the name of the author, date published, number of comments, a few social sharing buttons like tweet, facebook like and Google plus. A blogger may include more buttons according to

his/her blog's need.

**Related or Popular Posts:** This section is generally placed just after the post body. It is an useful tool to engage users to find other valuable articles withing the blog.

**Archives:** This is found on the all blog which is generally contains a number of post excerpt along with the title and a link to the blog. If a blogger do not have a customized "Front Page" for their blog, then they show archive page by default. Here is an screenshot of an archive of another blog called [netrival.com](http://netrival.com).



Anatomy of a blog: Sample Archive

**Tags and Categories:** Tags and Categories are another best way to categorize blog posts so people can easily find right post of their interest. Depending on blogging platform it may have different name.

**About the Author:** Blogs have a sort bio about the author of the post or they may have a dedicated page on the blog sharing some information about the authors.

**Comment:** This is another common feature found in almost all blogs and a it is a good way to increase user engagement and feedback. Comments are placed below the post in chronological order and generally have a comment form for visitors to submit their comment easily.

**RSS Feeds:** [RSS](#) feed stands for RDF Site Summary and also dubbed as Really Simple Syndication which is an inbuilt feature of all blogging applications.

**Newsletters:** It is not an essential part of a blog but highly recommended and found on majority of blogs in blogosphere. It halps blog subscribes to send newsletter in form of email. It is generally sent automatically at regular interval of time. like daily,

weekly.

I hope these information will help you to identify a blog and make aware about the anatomy of a blog. Next time we will discuss about the word “privacy”. Online privacy is very sensitive matter and we should know how to protect our online privacy, without affecting blogging.

Keep reading the series “[How to Blog](#)”.

Thanks!

Article by Anand Kumar / Blogging Basics / Series: Blogging tips for beginners

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