



# LAUNCH YOUR BLOG

Step 4:

other pages



# STEP 4

## other pages for your blog

Other than writing & publishing your own articles, what else should your blog have? What other pages are important and most relevant for your readers?

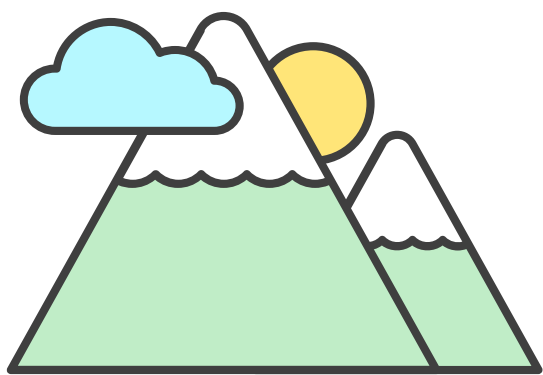
### The About page

Once readers have reached your blog and liked your article, they'll most likely want to know more about you (or about the actual blog, basically). Who's running it? What do they look like? Where are they from? Why are they someone I should trust when reading about a specific topic?

Those are all questions your readers are making themselves when reading your blog, and if you don't have a clear answer for them, they might just dismiss you as untrustworthy.

So to avoid that, let's make sure your About page is not only visible but also:

### Share your story



Why have you started this blog? Did you go through a life changing experience? Do you enjoy teaching others? Maybe something happened to you and you want to help others avoid it. Or maybe you're just incredibly crazy about socks and want to share your passion with others. Whatever is the reason for you to have started a blog about this particular niche, readers enjoy learning about it.

Just make **sure you're keeping it simple**, don't share your autobiography, if you wanted to, you can probably add a new section for the entire story and just keep the brief in your About me page.

### Show your face



It is very important for others to learn what you look like. Not because they need to "like" you or anything, but to learn you're an actual flesh and blood human being. They need to know you're not a fake name being used by a group of anonymous writers who don't really care about them. If you're writing a family blog, make sure this picture shows you in a family setting, if you're going for a travel blog, then show yourself in one of your trips. Fitness blog? You probably have one of those selfies all sweaty and happy, go with that one.

The picture will help your reader relate to you and if they do that, they'll remember to keep coming and stay interested in what you have to say.

### Target your readers



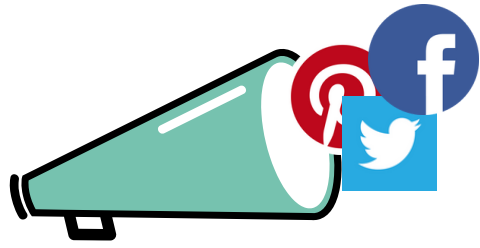
Using the above advice, mix it with this one: target your readers.

Writing your story? Make sure it'll touch on interesting things related to your niche. Adding pictures? Make sure they'll help you relate to your readers and their needs. Why are they coming to you? Cover that here.

# The Contact page

Also known as the "Contact me" or "Contact us" page, here is where you'll make sure to list all the ways readers have to contact you. A good contact page will help readers get in touch with you, a badly planned one on the other hand, will prevent them from doing so. So make sure you try to follow this advice:

## List all your social links here



It might not be the only place for you to share your links, but it'll be the place where anybody looking for them will come to find them. If you happen to have a preference depending on different parameters, here is where you state them.

For example: *If you're looking to get in touch with me for a guest post, do it over a Twitter DM, if you just want to know what I am up to on a daily basis, follow me on Instagram!*

This strategy will help keep your social links targeted and will make sure your readers get what they were looking for out of them.

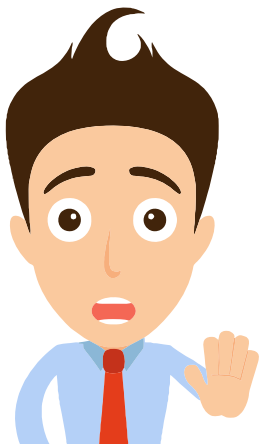
## Add a contact form



Social links are important, don't get me wrong, but the ultimate form of contact here is email. Why? Because if they sent you an email, that means 2 things (maybe more but these are them most relevant):

1. They're looking for a personal contact. At least more personal than through a public, social network.
2. They're willing to share their email address with you. That means they're one step closer to signing up to any kind of sells funnel you might have. **Think about it, and capitalize those emails!**

## Set your readers expectations



Are you up for any type of contact? Maybe you don't care about guests posts, or maybe you're out of time and can't really do any collaborations with other bloggers. Whatever it is, if there are some reasons you don't want your readers to contact you for, you should state them in this page.

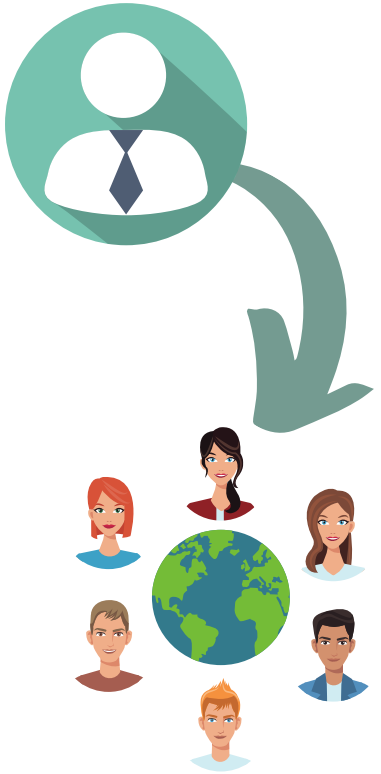
Make it clear, if that's what they're looking for in you (or your blog), then maybe this is not the place for them. This might sound counter intuitive, but it'll save you the burn out of having to answer those users with a negative response and will also help avoid having disapointed readers who can potentially explode in social networks and give you a bad name.



# The "Start here" page

Whatever your niche is, once you start having several blog posts, newcomers will have a hard time trying to understand how to start reading through it. The "Start here" page is a perfect place for them to learn what kind of articles to expect from you and which ones they should be reading first.

## Think of it as a conversion page



This page is usually the first things newcomers look for in a new blog, so think of it as the first impression your site gives, and if it's a good one, then they can potentially become subscribers, returning readers and maybe even eventually buy whatever it is you're trying to sell (if you are). But if your starting page gives them the wrong impression, you lost a reader, probably forever.

So make sure when you're creating it, you're thinking about that. Think about it as a one-stop page for your entire blog, so try to add:

- Some lines about you, the writer.
- Who the intended reader is.
- What is it that they'll find here
- A few example posts or maybe the first few articles they should read
- And some contact information.

Obviously, each point can be accompanied with a "learn more" (or similar) link to the actual section inside your blog, for them to expand on it if they want to. But make sure you cover your basis.

## Make your "start here" link visible

Asides from writing a great "Start here" page, readers then need to be able to find it easily, heck, even Search Engines should be able to find it, so make sure there are internal links pointing to it.

Some good places to add these links are:



- Your main nav menu. Whether it's on the top of your page, or one of the sides, you need a nav menu, and the first item in that list should be this link.
- A floating widget. There are some widgets out there, like the contact widget that appear whenever the user scrolls down the page for a bit. This might also be an interesting option, since it captures the attention of the reader, much like "Clippy" did back in the day.
- Why not make it your homepage? That's also a way to get your reader's attention. But if this is the case, make sure you find the right balance between the "start here" related information and the rest of information you want your readers to see.

## Offer them something free

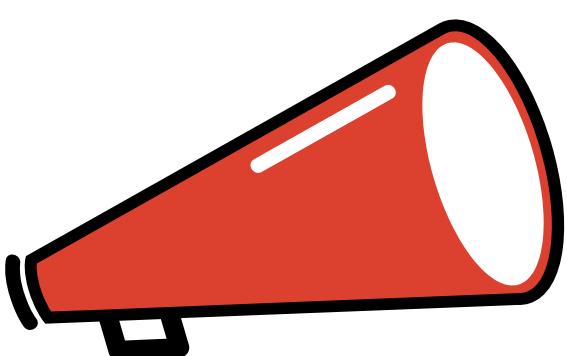


In line with the first tip, this page is of particular interest because if a reader landed here, they want to know more about you and your blog.

They're currently willing to spend some time and learn about you, so why not improve that experience by offering them something for "free"?

And I use the quotes, because the price they'll have to pay for it will be their email address. Here is where the conversion happens. If you managed to get your reader from a simple anonymous into a subscriber just by reader your about page, all the effort you went through creating it will be worth it.

**Just don't make it the central point of the page, this is simply a gift for them after reader and caring about you and your blog.**



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