

Blog Design Checklist For UX & Conversions

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A quick playbook to write blog introduction for conversions and time to value

The introduction should tell the readers about the purpose of the article/webpage and what benefits/information users will get after reading the article.

Two types of introduction to use:

1. Introduction for top of the funnel articles

Think of the introduction as a quick way of informing ‘who is this article for’ and ‘why they should read this.’

- Write a short and concise blog introduction under 80-100 words max.
- Don’t add unnecessary statistics (add only if it makes sense), stories, & fluff in the introduction.

Here are three examples:




2. Introduction for bottom of the funnel keywords

BOFU pages are more likely to generate leads and conversions for clients. So, writing the same generic introduction doesn't make sense.

So, your goal should be aligning business offerings and blog topics and connecting them with social proof or past results (numbers from case studies).

Below, I have added some examples of blog introduction that builds trustworthiness and integrate social proof for business offerings 📌

 Our engineering team has been running standups **everyday since 2009**. From our own experience, and through our talks with some of **Geekbot's 170,000 users**, we noticed a **set of frequent/repeating questions** that many teams have about **daily standup meetings**.

So we decided to create a comprehensive post that consolidates many important questions we've received about daily standups over the years into the ~10 most common themes, in the form of questions we get on standup meetings.

(Article topic: daily standup meetings)

At Codegnan, we have trained more than **30,000 students** in the IT tech fields, especially in the full-stack Java program. And, some of the often-asked **questions our students ask** before joining the training program are:

- What is the course curriculum of the full-stack Java course?
- What topics and subjects are covered in your full-stack Java syllabus?

So, we decided to create this transparent course syllabus for anyone wanting to become a full-stack Java developer in 2024.

(Article topic: Java course syllabus)

Want to market and monetize your co-working spaces?

If so, you're at the right place.

In this guide, I'll share 7 proven digital marketing strategies for co-working spaces that we use to fill co-working spaces for our clients.

Most of all, you'll get the exact process that **we used to reach 0-500 seats** in record time for one of our clients.

Let's jump right into the tactics.

(Article topic: Digital marketing for co-working spaces)

The right niche can make or break your dropshipping business. Therefore, it is critical that you get it right from the beginning. The right niche is scalable, offers higher margins, and contains low competition.

After **shipping 50,000+ dropshipping products** worldwide for **7000+ active sellers**, we know dropshipping and print-on-demand business inside and out.

Therefore, we present to you the most profitable 23 dropshipping niches in 2024.

By relying on our data-driven approach and industry experience, you can confidently set yourself up for success in the world of dropshipping.

(Article topic: Dropshipping niches)

Each of the above introductions gives you a sense of why I should trust this information and also it mentions the business offerings in a meaningful way.


Use a Table of contents

The easiest way to improve the content experience of your blog articles is by adding a **'Table of contents'** section.

However, make sure you're using HTML anchor to mark headings.

When a user clicks on a TOC link, the URL should update with a hash (#) followed by the ID.

Example: <https://10pie.com/push-vs-pull-technology/#what-is-pull-technology>

 **Additional Tip:** Use two-column TOC table in the beginning of your article when the article has too many H2s and H3s:

- Multi column TOC
- Expandable TOC

Here's an example of Two-column TOC:

Table of contents	[hide]
<ul style="list-style-type: none">• Evolution of digital marketing roles due to generative AI<ul style="list-style-type: none">• Enhancing Customer Experience with Generative AI• Creative Advertising and AI-Driven Storytelling• AI Avatars and Social Content Creation• Innovations in Product and Service Development• Types of Digital Marketing Jobs	<ul style="list-style-type: none">• Entry-Level Positions• Mid-Level Positions• Senior-Level Positions• Emerging Roles Due to AI<ul style="list-style-type: none">• AI Marketing Specialist• Data Analyst• Chatbot Developer• AI Content Creator• Programmatic Advertising Specialist• Predictive Analytics Expert• FAQs

Here's an example of expandable TOC:

Mortgage Rates Today

Compare current mortgage and refinance rates

☰ TABLE OF CONTENTS

- 🔗 [How to Use Our Mortgage Rate Table](#)
- 🔗 [How to Shop for Mortgage Rates](#)
- 🔗 [How Big a Mortgage Can I Afford?](#)
- 🔗 [What Is a Mortgage Rate?](#)
- 🔗 [How Are Mortgage Rates Set?](#)
- 🔗 [Does the Federal Reserve Decide Mortgage R...](#)
- 🔗 [Do Different Mortgage Types Have Different R...](#)
- 🔗 [Are Interest Rates and APR The Same?](#)

EXPAND +

You can use 'Ultimate blocks' to create 2 or 3-column TOC sections in WordPress websites.

Use multiple 'Table of contents' when required

There is no fixed rule that you should add only one TOC section per article.

If your article is detailed and covers too many H2s and H3s, consider adding multiple TOC sections within your article.

This will improve the user experience and allow users to quickly find the important insights from the page.

Here's an example:

Let's analyze the different components of robots.txt files in more detail:

- [User-agent](#)
- [Disallow](#)
- [Allow](#)
- [Sitemap](#)
- [Crawl-delay](#)

'Table of Contents' within the content for sub-headings (H3 tags)

User-agent in robots.txt

Each search engine should identify themselves with a

Another example from our own [blog content](#):





Get your free template copy:

- [Google Sheet \(make a copy\) →](#)

How to execute this 'Keyword Priority Analysis' in your SEO strategy (Step by Step)

WARNING: It takes a lot of time and effort to execute this process and mostly you can't scale.

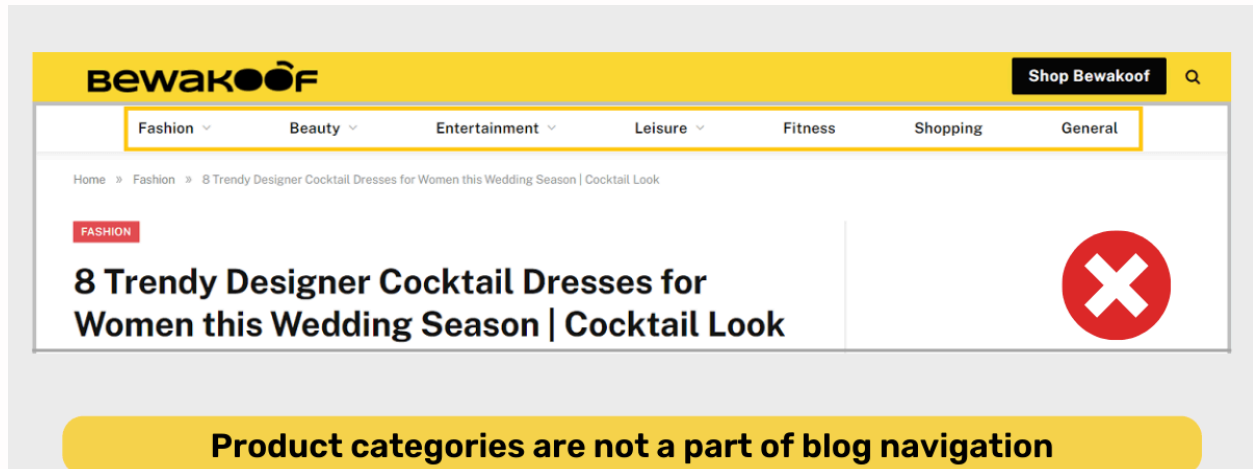
Here's the full process in 6 steps:

- Step 1. Get your basic keyword data from SEO tools
- Step 2. Update your Google Sheet with new columns
- Step 3. Fill the 'Traffic Potential ' column
- Step 4. Fill in the 'Ranking Difficulty ' column
- Step 5. Fill in the 'Business Value ' column
- Step 6. Get your 'Keyword Priority Score' 

Use the same website navigation to your blog

Many websites, especially ecommerce sites make the mistake of creating dedicated header navigation for the main site and blog content.

For example, check Bewakoof.com's blog header that includes only blog categories and sub-topics.



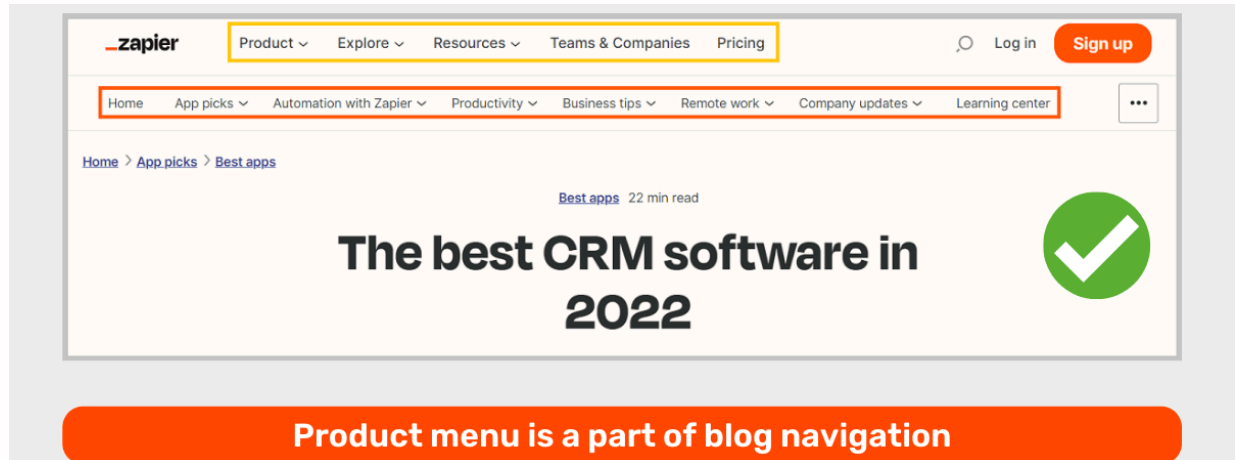
This might be good for users to find blog content by topics. However, this is also a missed opportunity to introduce your products/services to new readers.

The issue with this approach is that you're not promoting your product/service offerings through blog content.

Also, your blog content doesn't pass PageRank efficiently to your money pages because of too many click depths.

So, even if you get too many backlinks on your blog content, your money pages might not get the full benefits.

Here's the right way of utilizing the main header navigation on your blog pages:



Even if you want to show a dedicated header section, you can always add a secondary header section just like the above screenshot of Zapier.

Display content in the above the fold section (check mobile and desktop versions both)

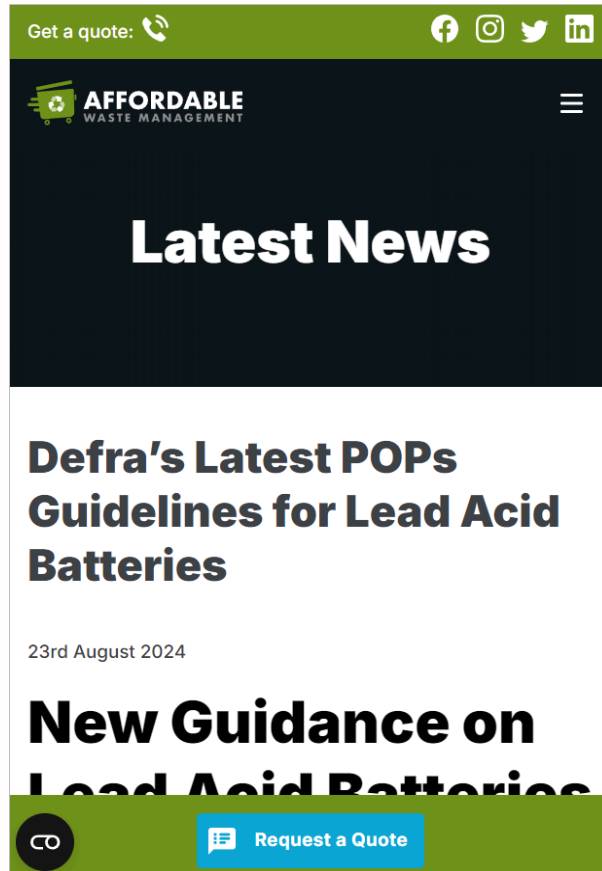
If you're still using a large blog featured image that covers the entire Above-The-Fold (ATF) section, you need to redesign your blog layout.

It takes only [0.05 seconds](#) for a user to form an impression about your website. And the first thing they notice is the Above-The-Fold (ATF) section.

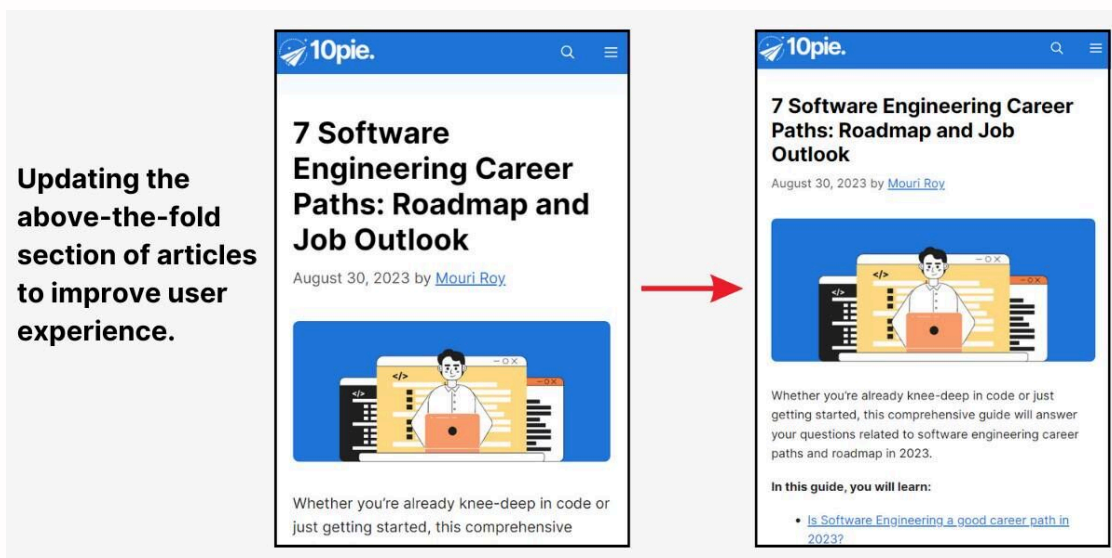
This is why you should always optimize your ATF section for engagement and conversions.

First, ensure that you're showing at least some portion of the blog content in the ATF section— double check on Desktop and Mobile devices.

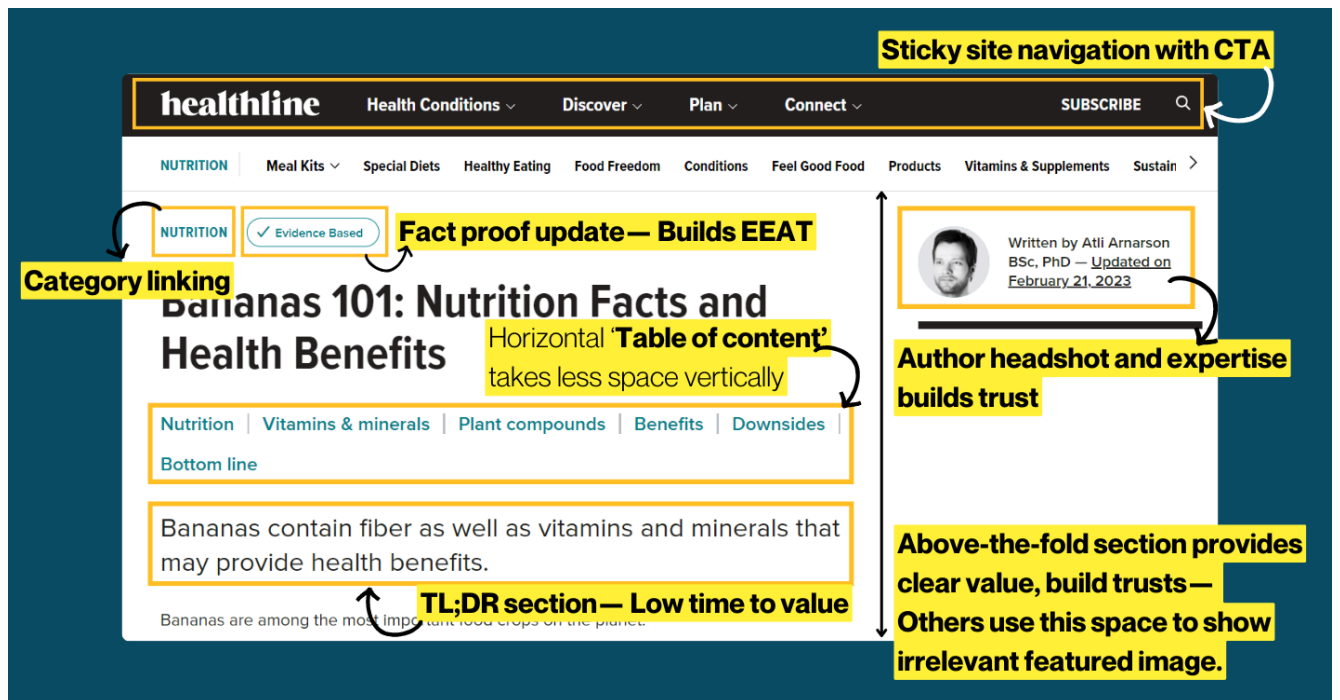
For example, check this ATF section for a blog article which shows nothing but the title:



On the other hand, I optimized my blog pages' top section by showing more content to the top— this reduced the bounce rate by 12% within the next 28 days.



Another example (from Healthline) of optimizing your blog design layout in such a way that users will build trust, get a TL;DR of the article without even scrolling down.



Include CTA in above the fold section of your blogs with minimized height

Whether you want more product sign-ups or to generate leads, this tactic can 2x your conversion from blog posts.

Let's break it down 📌

In general, the "above-the-fold (ATF)" section of an article displays:

- blog title
- featured image
- and sometimes a short overview

An example:



There's nothing wrong with this approach.

However, optimizing the ATF section for conversion can increase engagement and conversions.

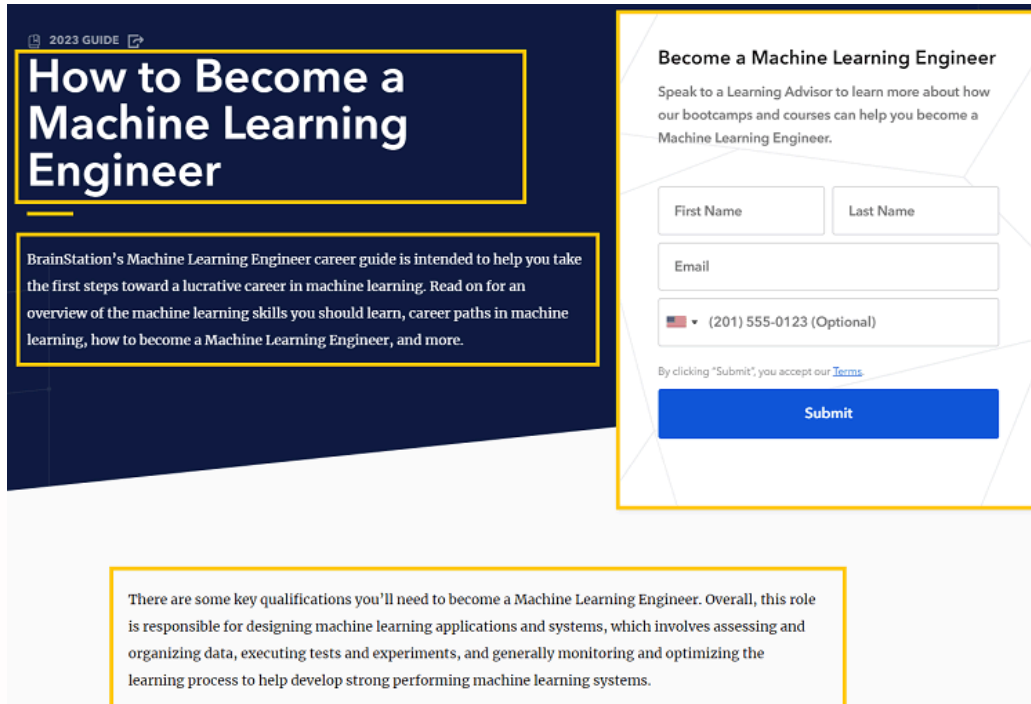
An example:

Brainstation.(io) is an online training platform for students who want to build their career in tech.

They optimize their blog post by optimizing the above-the-fold section with a personalized lead generation form.

One of their blog posts, '**How to become a machine learning engineer,**' offers a machine learning course inquiry form.

Here's the blog post screenshot:



Adding a personalized lead generation form/messaging like this brings readers to the middle and bottom of the funnel.

In short: you're turning blog posts into landing pages by optimizing the ATF section.

Action items:

- Find 3-5 blog posts with maximum organic traffic
- Optimize the above-the-fold section
- Ensure that the blog topic and lead generation form/messaging are super relevant
- Compare the performance of optimized blog articles with normal posts.

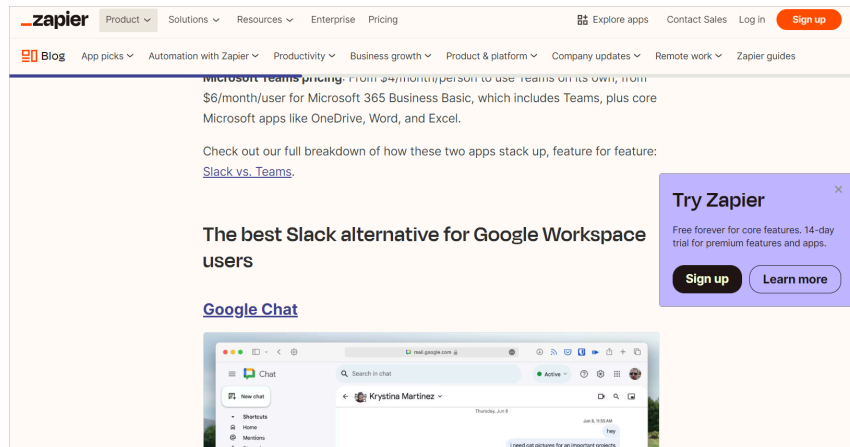
Use sticky CTA sidebar (desktop and mobile versions both)

If generating leads or signups is your primary objective from blog articles, then there's no harm aggressive promoting your CTAs in the blog article without compromising content experience.

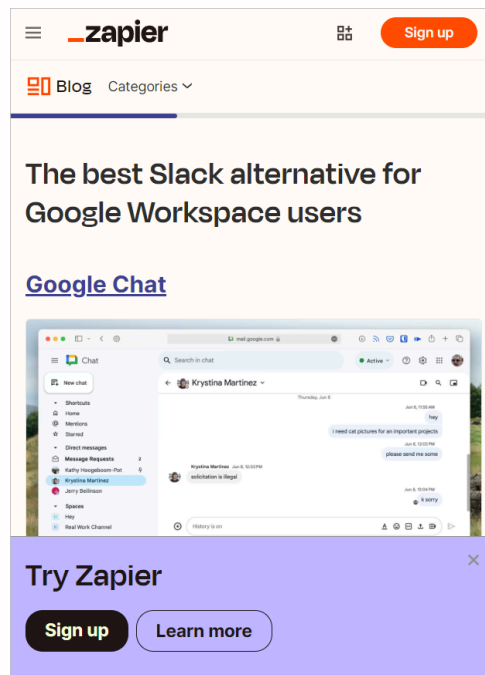
Here's how:

- Utilizing sidebars on desktop devices
- Utilize footer section on mobile devices

Here's an example of using sticky sidebar CTA for product signups:



Another example from Zapier that displays a sticky CTA footer bar on mobile devices:



Only issue I am finding with the above the screenshot is that the CTA is taking too much space (height) in the footer which will reduce the user experience.

NOTE:

For businesses that require customer support access before selling products such as classroom courses, B2B products, etc., reduce the friction to contact as much as possible.

Don't just rely on the contact page. Make the WhatsApp and call now button sticky on mobile and desktop versions.

An example from GrowthAcad:

GrowthAcad.

Online digital marketing course syllabus PDF For 2024

Digital marketing is a complex field that encompasses various specialized areas. [GrowthAcad's digital marketing training course](#) provides an opportunity to learn about all aspects of digital marketing, including its tools, strategies, and tactics that experienced marketing professionals currently use in the industry.

Here's a summary of the different modules offered in GrowthAcad's digital marketing syllabus.

Online digital marketing course syllabus	
Introduction To Digital Marketing	Mobile Marketing
Website Planning & Analysis	App Store Optimization
Search Engine Optimization	Content Marketing & Blogging
Search Engine Marketing	Online Reputation Management
Social Media Marketing	Affiliate Marketing
Generative AI in digital marketing	Email Marketing

Whatsapp Call Us

Categorize your blog archive page

Why is it never too difficult to find a book in a library even if there are thousands of books?

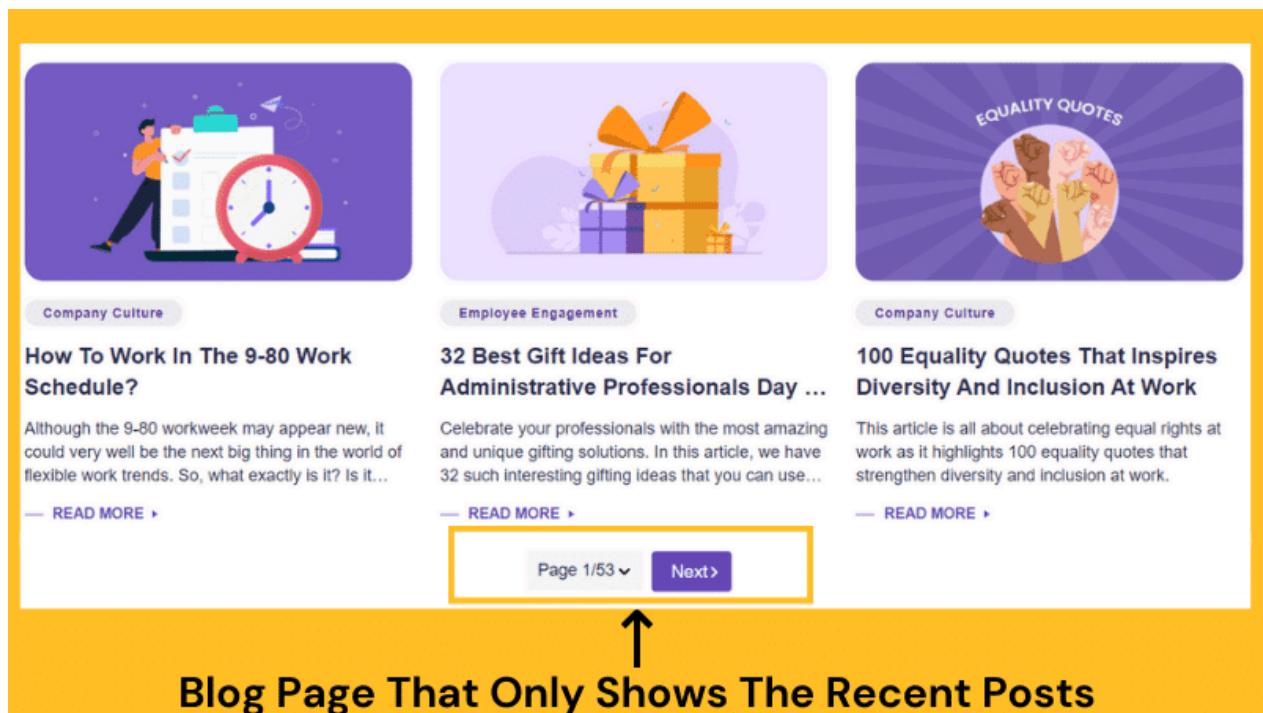
It's because of the categorization of books.

The same applies to content marketing.

Every book is categorized by the topic/ industry/ popularity/ alphabetically etc.

The challenge with a site with hundreds/ thousands of articles is that old articles are hardly accessible by the user and the search engines as well.

Here's an example:



One reason is WordPress themes (mostly) display only recent articles by default.

And, it looks like this:

<< Previous 1 2 3 4... 87 Next >>

Challenges with this approach?

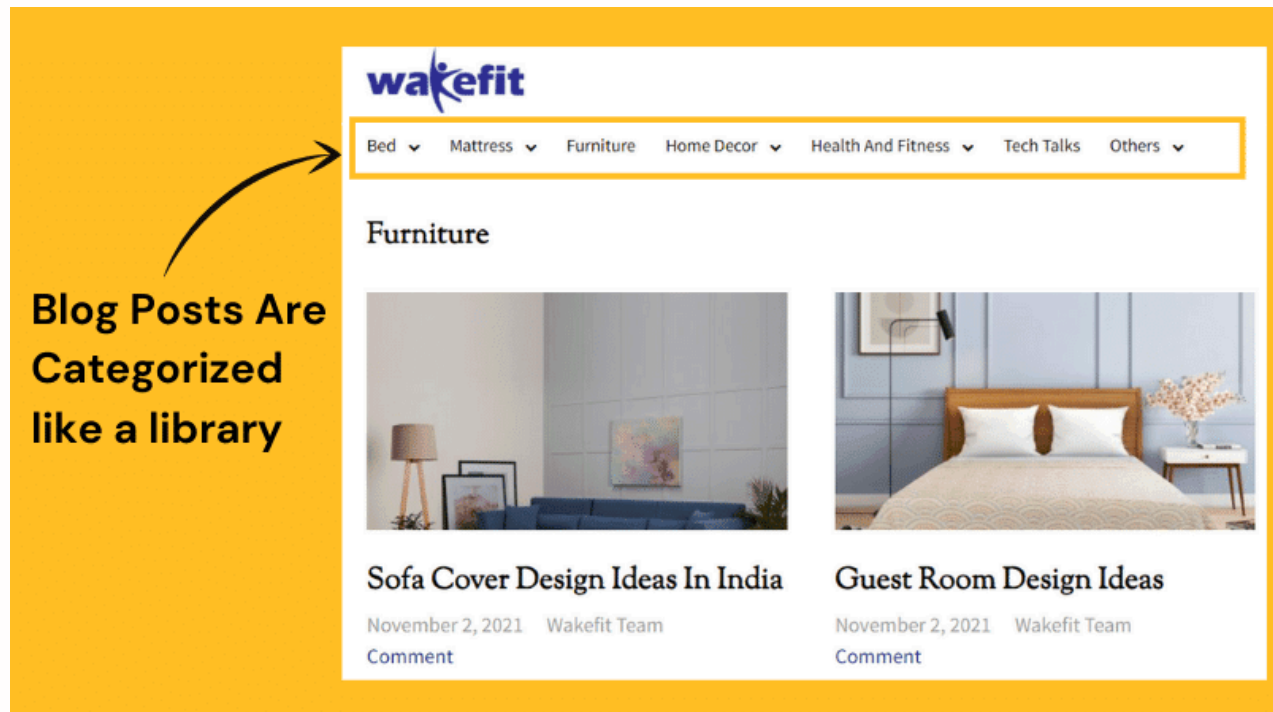
- Hard to find articles by topic and time.

- The crawler needs to follow lots of links to get to page 86 (If there are a total of 87 pages)

The better approach?

Categorize blog posts by category.

Example:



This will not only help readers to find the relevant content pieces but also help in crawling.

Do This Now:

- 1/ Make a list of all blog posts published.
- 2/ Create multiple categories.
- 3/ Now divide all the blog posts by tagging with the relevant category.
- 4/ Update the 'Blog' page and add all the relevant categories so a reader can easily navigate articles on different topics.

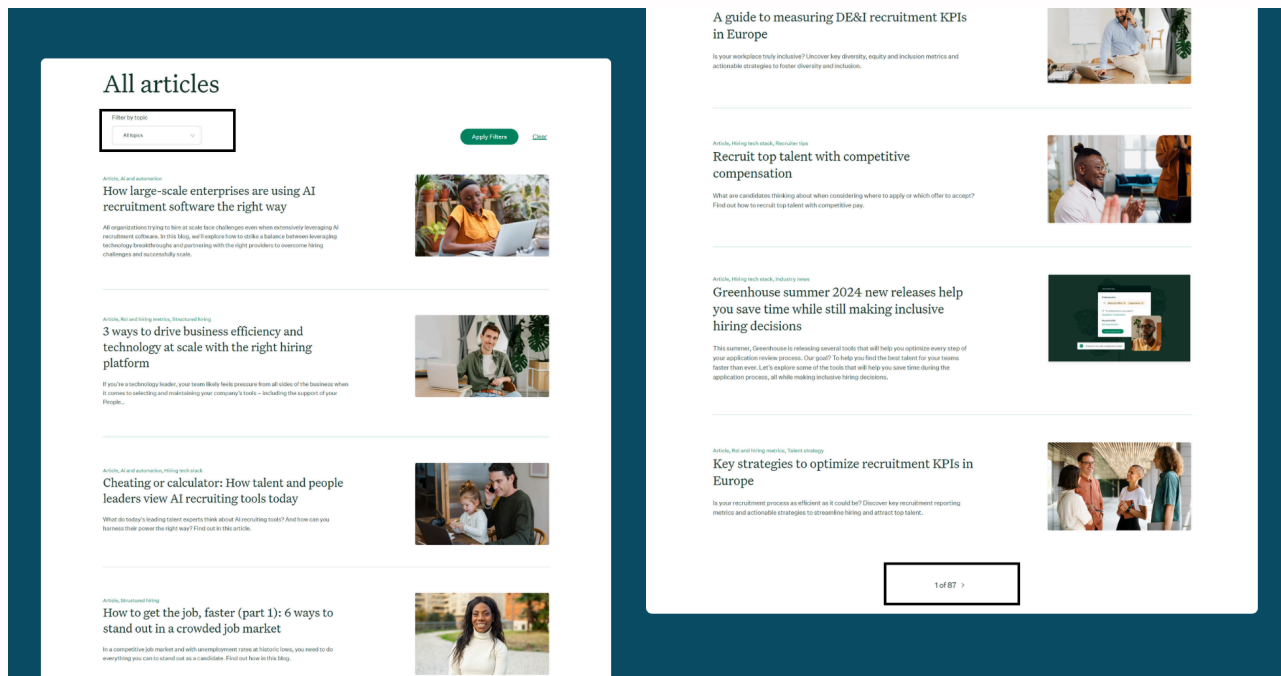
TIP: Feature BOFU or high converting blog posts on blog archive page.

Use longer pagination for large number of blog articles

The site (greenhouse.io) has over 500+ articles, and the blog home page shows the latest 8 articles.

Yes, they have a filter to select a specific category. But there are some serious issues to fix.

Here's what and how 🙋



First, it is important to understand that: Web crawlers follow links from one page to find other website pages and so on...

In this case, the crawler has to follow 69 clicks to visit the oldest articles on the site.

Now, this is an issue.

Why? 🙋

Because: the crawl depth is too much here, and this may hint to Google that old pages aren't as important as the new ones.

Also, this type of pagination link is not user-friendly (since they have topic filters, it will be okay for users).

As Matthew Henry of Portent says,

"When content is buried hundreds of links deep, it sends a strong message to the search engines that you don't think the content is important.

The pages will probably be crawled less often, if at all, & they probably will not rank very well."

Better approach?

- Categorize your content inventory by topics, years, type, etc.

This way, you give crawlers a shorter path to crawl older posts.

The goal should be to make the crawl depth as low as possible without compromising the UX.

And, when it comes to pagination links, adding a midpoint link in the pagination can significantly reduce the crawl depth (even for a site with 2000+ pages).

👉 I recommend reading Mathew Henry's experience and results on pagination: [How Site Pagination and Click Depth Affect SEO - An Experiment](#).

Adding Midpoint Link (Crazy Idea #2)

In this scheme, the pagination for page 1 looks like this:

1 [2](#) [3](#) ... [101](#) ... [200](#)

And for deeper pages, it looks like this:

1 ... [12](#) ... [23](#) [24](#) [25](#) [26](#) [27](#) ... [113](#) ... [200](#)

Action items:

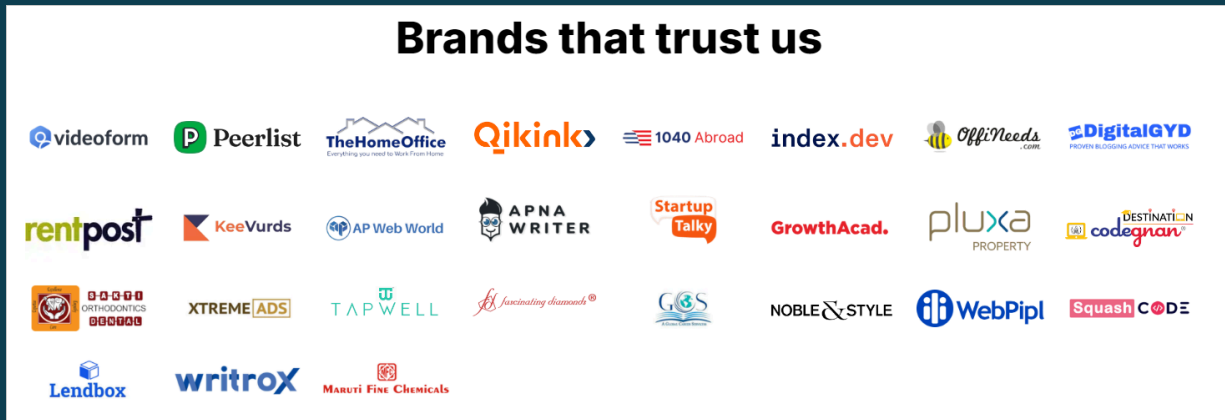
- Categorize your content (by topics, time, format) when you have at least 50-100+ pages
- Reduce crawl depth
- Adding a midpoint link is a great solution for larger sites

Let's make SEO the biggest growth engine for your brand.

We started **Accrue SERP** with one clear goal— making SEO an outcome-based marketing channel (leads, signups, & conversions) rather than chasing site traffic that doesn't add any business value to your bottom line.

Let's **schedule a 15 to 30-minute meeting** and understand how we can help you achieve business growth with our outcome-based SEO services in India.

Brands that trust us



Basic blog UX principles that will take 3 minutes to execute

If you want to follow only one tip from this entire checklist to improve your blog UX, follow these elements:

1. Choose the right font family
2. Add enough spacing and max of 900px screen width
3. Pick font colour for readability and contrast

Referral traffic H2

In theory, referral traffic shows visitors who came from other websites. But in practice, it often includes traffic driven from social media efforts, email and in some cases, traffic from one page on your site to another.

← Screen width ~ 800 px →

3. Traffic from social media sources H3

Social media marketing takes time and energy, so you'll want to measure the effectiveness of those efforts separately in Analytics. But social traffic is actually categorized as referral or direct. Any clicks on tweets or posts without tracking code and within a browser will appear as referral traffic.

Common mistakes you'll see in blog articles (mostly in B2B) are:

- Thin and small font size
- Poor selection of font family (difficult to read on mobile devices)
- Font colour is grey (hard to read)
- Not user-friendly font family (experimenting too much with font family to try to become creative)
- Blog width is too large/small

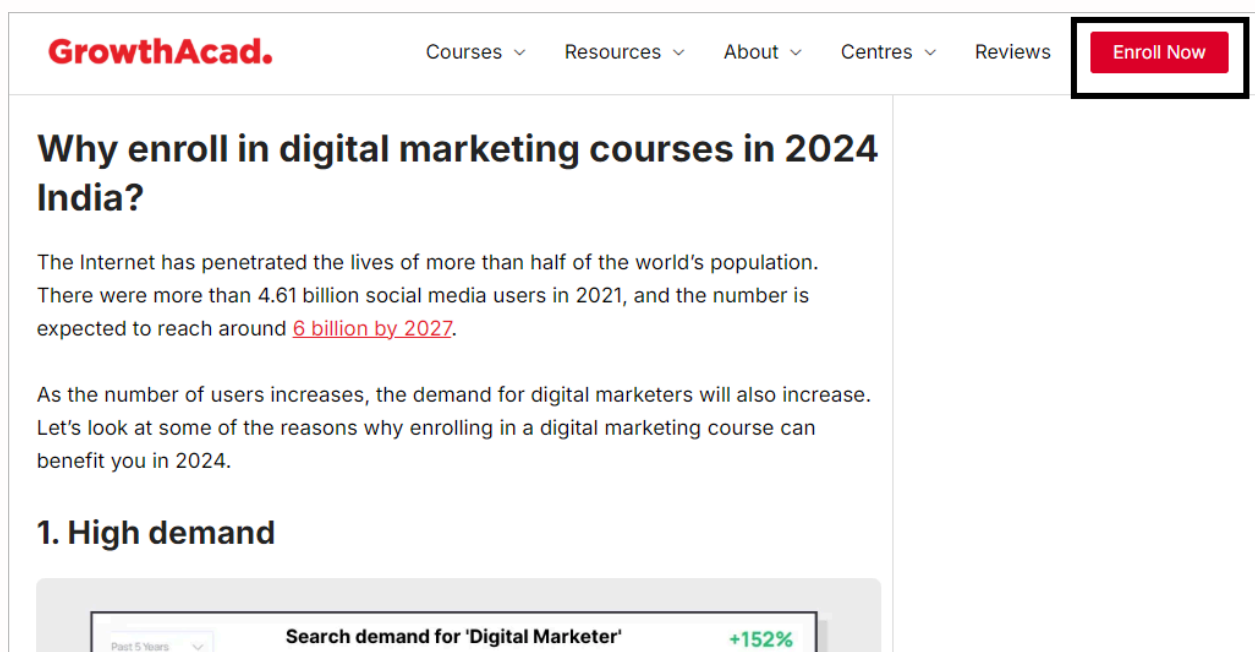
- No font size difference between sub-headings (H2, H3, H4, etc.)

Fix these basic elements, and your blog UX will improve significantly.

Sticky header with CTA button on the top right

First, ensure that you're using a CTA button into your header section with a contrast colour.

Next, make your header bar sticky on desktop devices (optional on mobile devices).



This technique draws more attention to your CTA, especially useful for promoting free offers like signups or consultations.

By keeping the CTA visible and eye-catching (with contrast colour), you increase the chances of user engagement and conversion.

Showcase your product/solution using different text blocks that contrast with the background

When presenting your product or service within an article, create visually distinct text blocks with contrasting background colors.

This approach makes your offering stand out as readers skim the content.

Instead of simply inserting a CTA link, use custom text blocks with different colour background to showcase how your product or service directly addresses the problem discussed in the article.

Focus on demonstrating value and problem-solving capabilities rather than just listing features.

This strategy effectively captures attention and contextualizes your offering within the article's topic, increasing the likelihood of user engagement and interest in your solution.

Let me cite an example:

- **Blog topic:** How to learn digital marketing
- **Business offering:** Digital marketing course

So, we created a text block to show how the company help students learn digital marketing with a CTA link.

Chances are you will stand out from other candidates who only have theoretical knowledge and course certificates.

Insight from [Sk Rafiqul Islam](#), founder of [Accrue SERP](#), an SEO agency in India

NOTE FROM HARSHIT GUPTA, FOUNDER OF GrowthAcad



If you're starting your digital marketing career, then always focus on how you can apply your theoretical knowledge into practice. Maybe you can create YouTube videos, start a newsletter, or run ads for your home business.

Remember that whether you want to apply for a digital marketing job, get your first freelance client, or work as an intern, no one is going to ask you what you know. It is the real work experience and past case studies that will validate your position in the role.

This is the reason, I started GrowthAcad— to help students learn digital marketing the right way.

It includes practical case studies, real projects, and classes taught by industry experts.

If you'd like to start your journey to become a digital marketing practitioner, check out more about our [digital marketing courses](#) (available online and offline as well).

2. Reverse engineer proven digital marketing strategies

Once you have a basic understanding of the digital marketing channels, start breaking down the digital marketing strategies of successful brands to learn:

Another example from Ahrefs (SaaS):

- Blog topic: How to create an SEO content strategy
- **Business offering:** SEO tool

Instead of just promoting the product, Ahrefs has created a dedicated text block showcasing how their tool is helpful in doing competitor research.

Contents

Find topics with search traffic potential

- Check their business value
- Analyze ranking potential
- Create high-quality, search-focused content
- Maintain high-quality, search-focused content

From here, you'll want to eyeball the report to find keywords your potential customers are searching for.

SIDENOTE. Traffic Potential is the estimated monthly organic search traffic to the top-ranking page for a keyword. Since pages tend to rank for many keywords and not just one, Traffic Potential is a more reliable estimate than search volume.

PRO TIP

If your competitor is getting a lot of search traffic and it's not from branded keywords, chances are you could target those keywords too.

Here's how to find them:

1. Go to Ahrefs' [Site Explorer](#)
2. Enter your competitor's domain
3. Go to the **Top pages** report

This report shows you a website's top pages by estimated organic traffic and the keyword sending the most traffic to each page. So using our blog as an example, we can potentially analyze *moz.com*:

URL	Traffic	Value	Keywords	Top keyword	Volume	Position
https://moz.com/blog	3,358	10.7%	\$8.5K	753	blog	158.0K
https://moz.com/blog/the-ultimate-guide-to-see-mozs-traffic	2,105	6.7%	\$1.7K	327	moz's data for seo	600

This approach increases the chance of getting conversions from your blog content (specially from BOFU articles).

Include your high converting or most important BOFU blog articles in the header and footer

This strategy involves finding the top-performing and high-revenue-generating pages and featuring them in the site's header.

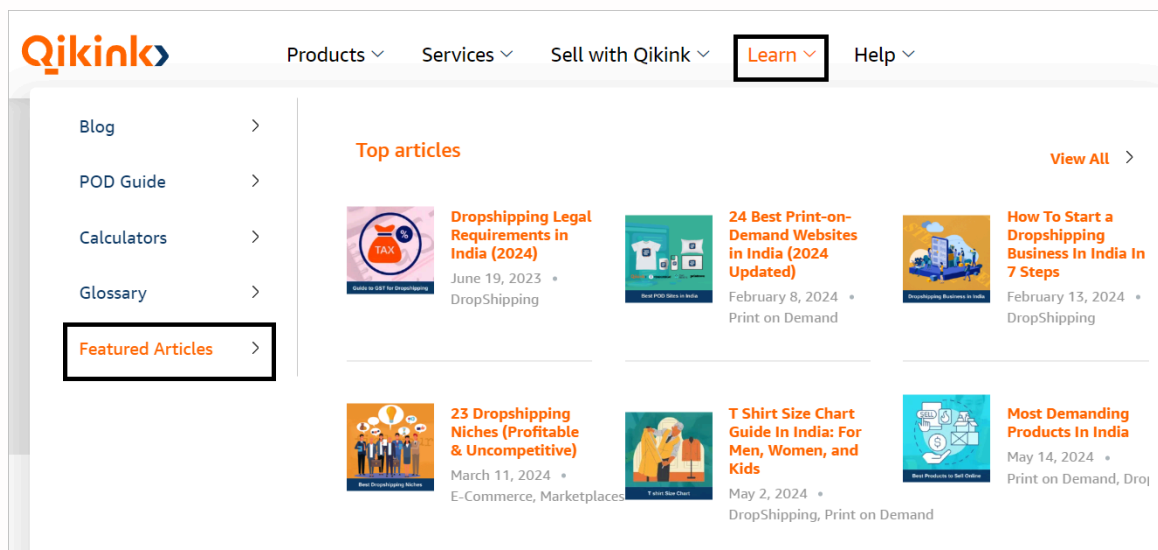
Here's how I implemented it:

The first step was to identify the high-converting pages or pages that we want to rank at the top for target keywords. Using GA4 goal conversion, we could easily find those pages with high conversion rates.

At this point, we knew that if we could increase the number of visitors to these pages, we would generate more leads, considering their high conversion rates.

So, we planned to create a '**Featured**' section in the header to include these top-priority pages.

Here's an example:



This linking strategy has helped our website in two ways:

- It reduced the crawl depth and increased the PageRank of those pages—helping improve their rank positions and drive more traffic.

After almost 30 days, we noticed that 40% of the pages featured in the header section had improved their ranking positions.

This led to an increase in the number of leads generated by 6%, as more users were clicking on those featured pages from the header.

Replace conclusion with product-led content

Long back I stopped adding 'conclusion' in blog articles (mostly) for my clients. Instead, I instruct my content writers to end informational blog posts by aligning business offerings with the blog topic.

Here is an example:

Consider, an online data science training institute (say the company name is: Company X) is writing a blog article on the topic "**How to get an internship in data science.**"

Now, instead of ending the post with a generic 'conclusion', I prefer aligning the business offerings with the search intent.

Here's how:

Here, the reader wants to find ways to get an internship in data science. So, one possible way to end the article is by adding the following heading (H2):

<H2> How Company X's data science training program helps you find paid internships

Here, the goal is not just to promote the business offerings but also to help readers align the current blog topic with the offerings.

Instead of adding a conclusion with no clear goal, align **business offerings with the blog topic.**

How to get an internship in data science?

Introduction

<H2> Steps to get a data science internship

<H2> Conclusion



How to get an internship in data science?

Introduction

<H2> Steps to get a data science internship

<H2> How our data science program helps you find paid internships



Attach downloadable materials near the beginning of the article or just after the table of contents

If your article offers any downloadable material, place them near the beginning of the article or just after the TOC section.

From our own research (unfortunately, we don't have supporting data), we found that adding downloadable materials near the beginning of the article drives more conversions compared to when placed at the bottom of the page.

- [Tapwell offers corporate gifting solutions from different product categories](#)
- [Final words](#)

Download our corporate gifting strategy guide PDF

Our complete corporate gifting strategy guidebook includes:

- Planning a gifting strategy for employees and clients
- Measuring your ROI
- Corporate gift ideas by budget and category

Download a copy:

- [Google Doc](#) →
- [PDF](#) →

What is a corporate gifting strategy?

A corporate gifting strategy is a thoughtful plan for selecting the right gifts for clients, employees, suppliers, and prospects with a positive intent. For example, you can gift your employees on their birthdays and festivals or as a token of appreciation for their hard work.

Tip: Use a text block with a different background color for any section of the article where you want users to pay attention, such as CTAs, product mentions, etc. Just don't overdo it.

Include inline CTAs (image CTA, text CTA, etc)

Most people get this wrong by adding generic CTAs for all articles.

Instead, use CTAs that are directly related to the page topic.

Here's an example from Shopify:

Page Topic: Guide to Ecommerce Shipping and Fulfillment

CTA: Free shipping calculator

The last popular option is to offer flat rate shipping. The best practice for this option is to try and make sure that you don't drastically undercharge or overcharge your customers. Flat rate shipping works best when you have a fairly standard product line of items that have similar sizes and weights. Flat rate shipping tends to become complicated and less effective if you sell a wide variety of products with different sizes and weights.

Use this free shipping calculator

Try our Shopify Shipping calculator to figure out your shipping costs and create a strategy that increases sales and goes easy on your bottom line.

Access the shipping calculator

Calculating shipping costs

This way, you can add inline content CTAs without making your blog article look promotional.

Create listicle articles with CTA to drive commerce conversions

One of the most effective blog content strategies for eCommerce brands is list posts (a.k.a listicle articles) for product suggestions.

For instance:

If you're selling home furniture online, some possible blog content ideas are:

- 10 best chairs for remote employees
- Top 10 standing tables of 2023 (under budget)
- 7 best furniture accessories to buy

Listicle posts can work well for eCommerce brands in terms of traffic and conversion.

And one key reason is:

Buying intent for product suggestions/lists is high. In fact, these types of posts allow you to promote your own products without being salesy.

Some examples:

Wayfair(.com) is a great example of creating listicles to drive traffic and promote their own products via internal links.

<https://www.wayfair.com> › ideas-and-advice › rooms ⋮

The **Best** Bedroom Colors to Enhance Your Sleep Quality

Blue is one of the **best** bedroom colors for quality sleep and relaxation – so much so that a lot of hotels use blue in the decor schemes for their guests. Not ...



<https://www.wayfair.com> › ideas-and-advice › guides ⋮

10 of the **Best** Bean Bag Chairs You Need - Wayfair.com

This guide will show you 10 of the **best** bean bag chairs and their features, so you can choose one without doing a lot of research.



<https://www.wayfair.com> › sca › ideas-and-advice › guides ⋮

The **Best** Outdoor Fountains - Wayfair.com

These outdoor fountains feature stylish designs and the tranquil sound of flowing water to uplift your backyard or patio and can make the **perfect** ...



When you look at the page structure, you'll see a similar pattern for all 'Best X' type posts.

Here it is:

The Best X Products | Wayfair

Introduction

Factors to consider before buying X

1. Product X

Shop Product X

2. Product Y

Shop Product Y

2. Product Z

Shop Product Z

Final Takeaway

The diagram illustrates a listicle layout for 'The Best X Products | Wayfair'. It features sections for 'Introduction', 'Factors to consider before buying X', and 'Final Takeaway'. The main content is a list of products: '1. Product X', '2. Product Y', and '2. Product Z'. Each product entry includes a 'Shop Product X', 'Shop Product Y', or 'Shop Product Z' button. A yellow box labeled 'Link to product/category pages' has arrows pointing to each of these buttons, indicating that every product in the listicle is linked to either a category or product page. Each product entry also includes a placeholder image icon.

In fact, every product in the listicle is linked to either category or product pages.

1. Best Aesthetics: [Tedford Height Adjustable Standing Desk by Upper Square™](#)



This attractive adjustable-height desk by Upper Square™ will add beauty and style to your home office. The desktop, spacious at 55" by 25.63", features a meridian cherry stain on the sides and a sleek black glass surface. The matching black frame completes the look. The desk is as practical as it is fashionable. It has a soft-close drawer and built-in USB ports. A LED display shows the height, while a timer reminds you to get up and move.

[Shop This Desk](#)

< Internal link to product page

This helps in:

- Passing the PageRank from articles to transactional pages
- Driving conversion by directing people to products
- Satisfying user intent

Action items:

Start listing all important (high revenue, trending, etc.) product categories

Perform keyword research to find queries like best X, top X of 2023, etc.

Study the search intent. Are the ranking results blog posts/category pages/product pages?

Publish the page with internal links to related product category or product pages

Use descriptive link text and CTA buttons to stand out from the text

Don't forget to include the product image to give users a preview.

Tip: Instead of adding CTA text like 'Buy product X' or 'shop product X,' you can try with CTAs like 'check the latest price of X.' This reduces the friction for users to click the link.

Make the content more organized and easy to digest for the readers (say no to long paragraphs)

Improved information structure = Improved content readability

The way you create content briefs and structure the information on your page matters a lot for content readability and UX.

Here's a real example:

I searched with the keyword 'Data science job types'

[This article](#) is ranked within the top 10 positions.

The screenshot shows a website page for the College of Engineering and Information Technology. The main heading is "Graduate Data Science Programs: Information Hub". A yellow navigation bar contains links for Home, Courses, Pathways & Certificates, Advising & Resources, Policies, Prospective Students, and Faculty. On the left, a sidebar lists navigation options under "Prospective Students" and "Jobs You Can Do with Your Masters Degree". The main content area features the article title "What kinds of jobs can someone do with a master's in data science?" and a sub-heading "Career Opportunities in Data Science". The article text discusses the growth of data science careers and the need for data scientists across various industries.

There are 10 data science job types mentioned in the article and the structure of each job path looks like this:

8. Machine Learning Engineer **Job path title**

To be a machine learning engineer, you need both data science and software engineering expertise. The objectives and goals of a machine learning engineer are different than those of a data scientist.

A machine learning engineer creates working software. This is different than data scientists and their objective of visualizations and analysis. Just a few of the s**Description about the job titles, roles, skills, etc.** statistics and probability; data evaluation and modeling; sys and programming; and application of machine lear

As a machine learning engineer, you'll develop AI (artificial intelligence) systems and machines. These systems and machines not only learn but apply their knowledge. To do this, you must be highly skilled with sophisticated algorithms and data sets.

Job titles: computer vision engineer – machine learning image processing, machine learning engineer, machine learning solutions lead, machine learning team lead.

This might seem normal, as most articles follow a similar content structure— but some small improvements to this structure can lead to huge content readability improvement. Here's how I'd structure each job path:

▼ **1. Data Scientist**

A Data Scientist is a professional who utilizes advanced analytical, statistical, and programming techniques to interpret complex data sets and provide actionable insights for business decision-making.

Average Salary Range: \$90,000 - \$120,000 per year

Number of Available Jobs on LinkedIn: 30,000+

Day-to-Day Responsibilities:

- Conducting data analysis
- Developing statistical models
- Creating machine learning algorithms
- Collaborating with cross-functional teams
- Presenting findings to non-technical stakeholders

Key Skills Required: Proficiency in programming languages (Python, R), strong statistical and mathematical skills, data visualization, and the ability to communicate complex results to diverse audiences.

The information might be similar in both cases. However, the categorization of each job title (by salary, skills, roles, and jobs) is what the reader actually wants to know about.

Action items:

- Find opportunities to make the content more organized and easy to digest for the readers.
- Identify the search intent and focus on highlighting the most important information using bullets, subheadings, bolded text, etc.

MY SUGGESTION: While creating content briefs, give this detailed structure for each section— this makes the writers' job much easier.

Put CTA text links in a single paragraph or at the end of the sentence

Sometimes we negatively impact the conversion rate from blog posts by putting CTAs in the wrong place.

If you're putting CTAs such as 'contact us, 'get a demo' within a paragraph, then the CTAs may easily get ignored by the readers.

Better approach?

Add important CTAs in a single sentence as this will stand out from the paragraph and get the readers' attention.

Here's an example →

Add Text CTAs In A Single Sentence

On the off chance that you need assistance with building progressive web apps react for your business, our team of experienced [progressive web app development](#) company is prepared to understand your query and counsel you about progressive web apps react development. Likewise, you can find one of our number one PWA contextual investigations.



Don't be a content marketer that just generates impressions. Generate sales. The above process is a tried and true method for doing that, time and time again.

Prefer to outsource the work? Reach out to hear more about our [high-converting content marketing services](#).



“Many users will scan posts and not pay attention to links within paragraphs, or even read paragraphs. Using a simple sentence with a text link CTA will stand out. For maximum points, including one of these at the end of every post, and 1-2 more mid-post where it makes sense.”

Note: I learned about this idea from [Ross Hudgens](#) (Founder at SiegeMedia).

Reduce time to value by adding a TL;DR section

'Search Engine Watch' provides a 30-sec summary at the beginning of each article.



The image shows a screenshot of an article snippet. At the top, the main title is "Here's how you can master your next seasonal digital marketing campaign". Below the title is a short introductory paragraph: "Seasonal marketing can get really wrong unless you start preparing early! Here's how to utilize slower months to create an effective seasonal marketing campaign." To the left of the main content, there is a metadata section with the following text: "Author Ann Smarty", "Date published June 17, 2021", and "Categories Content Digital Marketing ROI Marketing SEO". Below the metadata are four social media icons: Twitter, LinkedIn, Email, and Facebook. On the right side of the snippet, there is a yellow-bordered box titled "30-second summary:" containing a bulleted list of five key points.

Here's how you can master your next seasonal digital marketing campaign

Seasonal marketing can get really wrong unless you start preparing early! Here's how to utilize slower months to create an effective seasonal marketing campaign.

Author
Ann Smarty

Date published
June 17, 2021

Categories
Content
Digital Marketing
ROI Marketing
SEO

[Twitter](#) [LinkedIn](#) [Email](#) [Facebook](#)

30-second summary:

- To ensure organic visibility for your seasonal pages, start creating, optimizing, and analyzing them now
- Start creating, organizing, and scheduling seasonal content assets now for a head-start when it's time to start focusing on driving sales
- Evaluate your past seasonal content performance to be able to recycle, update, and possibly even expand them into standalone projects
- Research your competitive tactics to evaluate how they utilize seasonality in their digital marketing strategy
- Create a detailed editorial calendar to plan out all assignments and deadlines to "catch" the rising interest in seasonal content and deals

This helps the readers get a quick overview of the article and find the important information faster.

Example: Data-Led Content

Publishing original research-based articles or a statistics page? Then consider this idea.

Last year I published a data-driven article on [digital marketing jobs report](#). These types of articles have lots of interesting data points and findings.

Therefore it is important to create a section at the beginning of the article that highlights all the key findings from the research.

Highlights And Key Findings Of The Research

Here are some of the key highlights of the research report:

- The average base salary for digital marketers in India is **₹547,760/ year**.
- Bangalore contributes to **41.82% of digital marketing jobs**, which is by far the most for any city in India.
- The most common salary range for digital marketing jobs is **₹0-600,000/year**
- Gurgaon, Haryana offers the highest average base salary in India, which is **₹700,724 per year**.
- **The IT/Computer industry contributes 46.01% of digital marketing jobs.**
- Digital marketers with 5-9 years of work experience **get paid 2.72 times more** than marketers with 0-1 year of experience.
- 55.44% of job profiles prefer **a bachelor's degree**.

Example: Affiliate blog content (listicle)

If you're publishing listie articles (specially on an affiliate site), consider adding a quick TL;DR of your list by linking to each CTA URL.

This way, you increases your chance of high number of clicks per article, as users don't need to read the entire article to find the product URLs.

Best Online Brokerage Accounts and Trading Platforms of 2024

- Best Overall: [Fidelity](#)
- Best for Low Costs: [Fidelity](#)
- Best for Beginners: [Charles Schwab](#)
- Best for Advanced Traders: [Interactive Brokers](#)
- Best for ETFs: [Fidelity](#)
- Best for Options Trading: [tastytrade](#)
- Best for International Trading: [Interactive Brokers](#)
- Best for Mobile Investing & Trading: [E*TRADE](#)
- Best for Cryptocurrency Trading: [eToro](#)
- Best for Risk Management: [Interactive Brokers](#)
- Best for Cash Management: [Fidelity](#)
- Best for Generating Stock Trading Ideas: [Interactive Brokers](#)
- Best for Algorithmic Trading: [Interactive Brokers](#)
- Best for Alternative Investments: [Public](#)

Benefits?

- First, this helps users to get the key research findings within seconds.
- Second, bloggers and journalists can find interesting statistics to pick as a reference for their articles.

Product-led content approach for blog product businesses

What it means:

“Content where the product is woven into the narrative to illustrate a point, solve a problem, and/or help accomplish a goal.” – Dr Fio Dossetto.

Here’s an example from Shopify:

Shopify published an article about “How to Start Dropshipping in India.”

Users’ goal: To learn the benefits of dropshipping and its process.

Example From Shopify

Why and How to Start Dropshipping in India as an eCommerce Business

by Vanhishikha Bhargava
Sep 6, 2021 · 10 minute read



Start dropshipping in India with Shopify

Ready to get started with your online business?

It's time to explore Shopify for dropshipping in India to open a business without the hassle of managing, packaging or shipping.

Step 1: Create an account on Shopify

The very first step you need to take is signing up on Shopify. Don't worry, you start with a [free trial](#) and are not charged until you're ready to take your business live.

Here, Shopify didn't just share the process to start dropshipping.

Instead, they have turned their product (eCommerce platform) into a solution to teach about the dropshipping process.

Another example from Notion:

Notion publishes a lot of helpful articles for startups.

One of them is about "How to improve knowledge sharing within your startup", where they have presented Notion as a solution by adding:

- Product screenshots
- GIFs
- Product features, etc.

This is what it looks like:

You can even use Notion to create a questions database with an upvote feature, so everyone's voice is heard at the next all-hands.

Question	Status	Asked By	Upvoted By	Upvotes	Column
What projects or achievements are you most proud of last quarter?	Unanswered	Cory Etzkorn	Ben Lang Sam Baldwin Rebecca Druce	4	
What is the biggest lesson you learned in 2020?	Unanswered	Nate Martins	Camille Ricketts Andrea Lim	3	
Do you feel like you are missing any tools to help you work better?	Unanswered	David Tibbitts	Nate Martins Cory Etzkorn	3	
What tools make you most productive?	Unanswered	Camille Ricketts	David Tibbitts	2	
What could we do differently next quarter?	Unanswered	Fabien David	Sam Baldwin	2	

COUNT 5

Everyone can ask questions to be answered at the next all-hands.

As part of creating an encouraging environment, leadership at your company should actively participate in knowledge sharing. This signals to employees that knowledge sharing is an integral part of company culture.

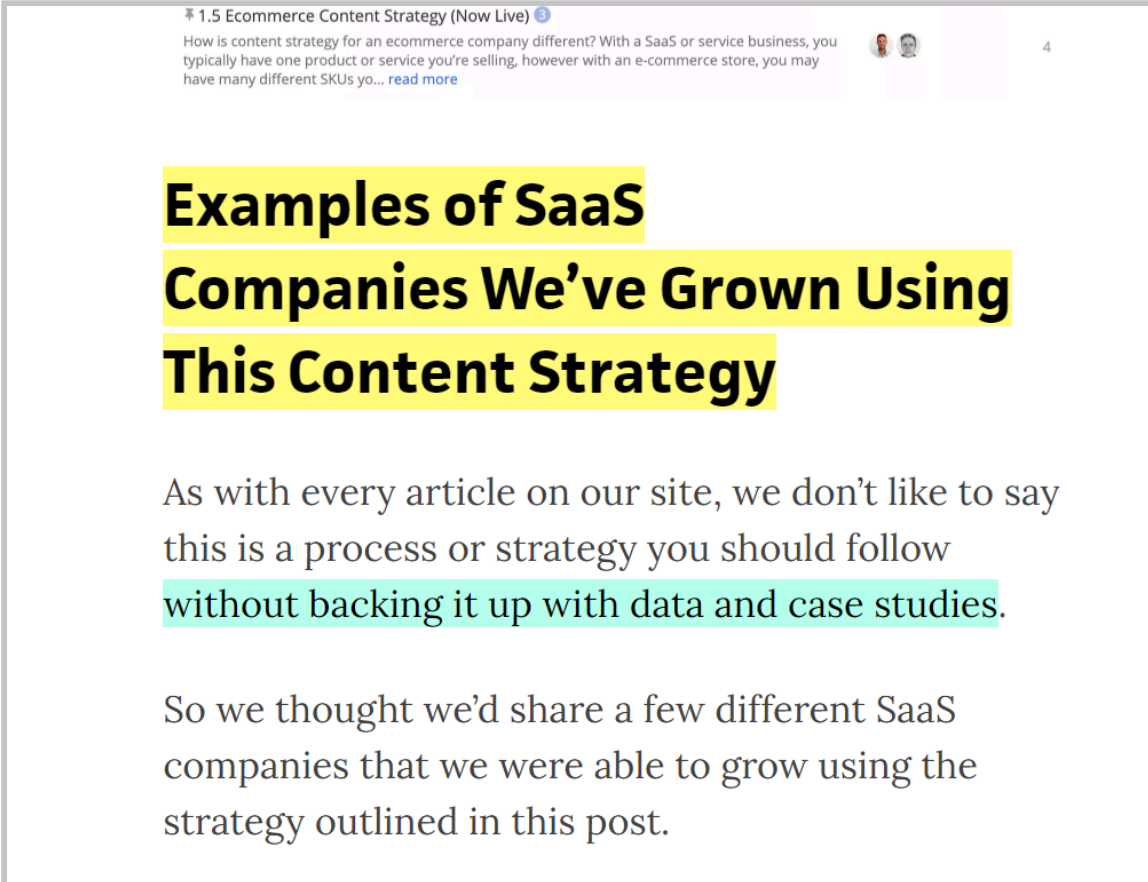
The goal here should be to turn your product/service into an important part of the content.

Write product-led content for service business

Product-led content isn't only applicable to SaaS businesses. Even service businesses can achieve high conversion rates with this approach.

Here's an example from GrowAndConvert (a service business): One of their popular articles is about "SaaS content marketing." In the traditional approach, you'd see articles sharing strategies for SaaS content marketing or some marketing examples of brands. But here, the GrowAndConvert team did a great job by turning their service into part of the solution.

Here's how:



1.5 Ecommerce Content Strategy (Now Live) ⓘ

How is content strategy for an ecommerce company different? With a SaaS or service business, you typically have one product or service you're selling, however with an e-commerce store, you may have many different SKUs yo... [read more](#)

Examples of SaaS Companies We've Grown Using This Content Strategy

As with every article on our site, we don't like to say this is a process or strategy you should follow without backing it up with data and case studies.

So we thought we'd share a few different SaaS companies that we were able to grow using the strategy outlined in this post.

These articles share strategies and case studies where they got results for their clients using the same strategies.

This informs the reader that the brand is a content marketing agency and works as social proof for its work.

The key message here is: Try to integrate client case studies with the content.

For example → If the article is about product positioning, then share strategies for product marketing and how the same strategies helped your clients.

Use descriptive link text (you link text doesn't have to be just 2 words— “click here”)

Always link directly to relevant resources you mention in your content. Specifically:

1. When you reference a program, event, or initiative, insert a hyperlink to its official webpage.
2. If you mention a faculty member, staff, or any named individual within your organization, link their name to their bio or profile page.
3. For any concept, term, or entity that has a dedicated page on your website or a reliable external source, add a hyperlink the first time you mention it.
4. Double-check all links to ensure they're working and lead to the correct pages.
5. Use descriptive anchor text for your links, avoiding generic phrases like "click here" or "read more."

Remember: Your goal is to make information easily accessible. Don't assume readers will search for additional details— provide direct pathways to related content source whenever possible.

Example of descriptive anchor text:

- Not recommended: [Read this](#) to learn the benefits of cloud computing

- **Recommended:** Check out this guide and [learn the benefits of cloud computing](#)
- **Recommended:** For any technical article, it is recommended to cite research papers from Google Scholar and cite them in the content.

TIP: Always use descriptive text for your links, not the URL itself.

Recommended: Learn more about our [writing program](#).

Not recommended: Learn more at <https://steinhardt.nyu.edu/writing-web>

Take blog content feedback by adding feedback widget


The best way to know whether your content is helpful or not is by getting feedback from real users.

To collect user behaviour data, you can add a small feedback widget on your blog articles at the bottom.




An example:

I hope this guide with career paths and learning resources will help you start and grow your tech career in the AI field.

If you have any questions regarding AI career path opportunities, [contact me](#).



Nandini Tata Sai
Tata Sai Nandini is an IT Professional with experience in the Python and Data Science domain. With expertise in Statistical Analysis, Exploratory Data Analysis, Data Visualization, Data Extraction, Data Wrangling, Image Processing, Text Processing, and the creation of Machine Learning and Deep Learning models, she is a versatile and skilled practitioner in the field. Tata Sai Nandini's skillset encompasses a wide range of tools and technologies, including Python, C++, C, various IDEs, Python libraries, data visualization tools, and machine learning and deep learning frameworks.

in   

Was this content helpful?

This simple widget will help you know the quality score of your articles over time. You can install this [‘Was This Article Helpful?’](#) WordPress plugin to activate the widget.

Optimize your content for ~~QUALITY~~ ACTIONABILITY

“Create QUALITY content” 😞 — Stop this generic SEO advice without any context.

It's subjective to define content quality.

One element that makes your content stand out from most of the mediocre pages is making your content as actionable as possible.

That means: instead of telling what it is and why it is important, show the readers how it's done.

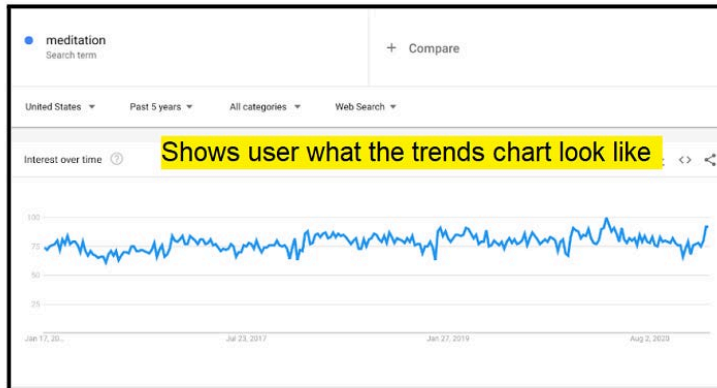
See the below image screenshot (a content snippet taken from a Shopify article):

Google Trends

The keyword tool is great for raw search figures, but for more detailed insights, a lot of people use Google Trends.

This tool offers you information that Google's Keyword Planner just doesn't provide, including: Search interest over time.

Ideally, you want the niche you're entering to be growing, and Trends can let you know if this is the case. For any given search query, you can see the growth or decline in search volume over time.

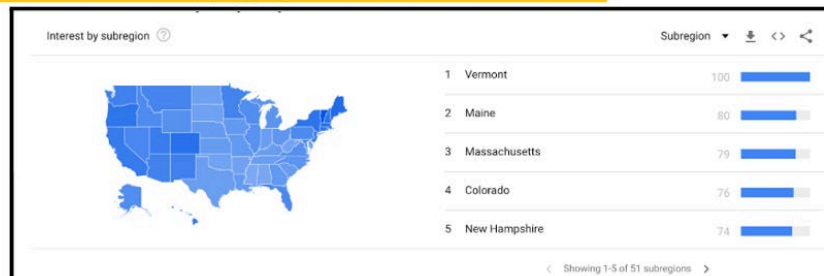


Top and rising terms. You'll also be able to get a snapshot of the most popular related searches and of which queries have been growing in popularity the fastest. Focusing on these terms can be helpful when planning your marketing and SEO efforts.

The screenshot shows the 'Related queries' section for 'meditation'. It features a dropdown menu set to 'Rising' and a list of five queries with their respective percentage increases. A yellow highlight box over the list contains the text: 'Don't just mention trending topics. Instead, show them.'

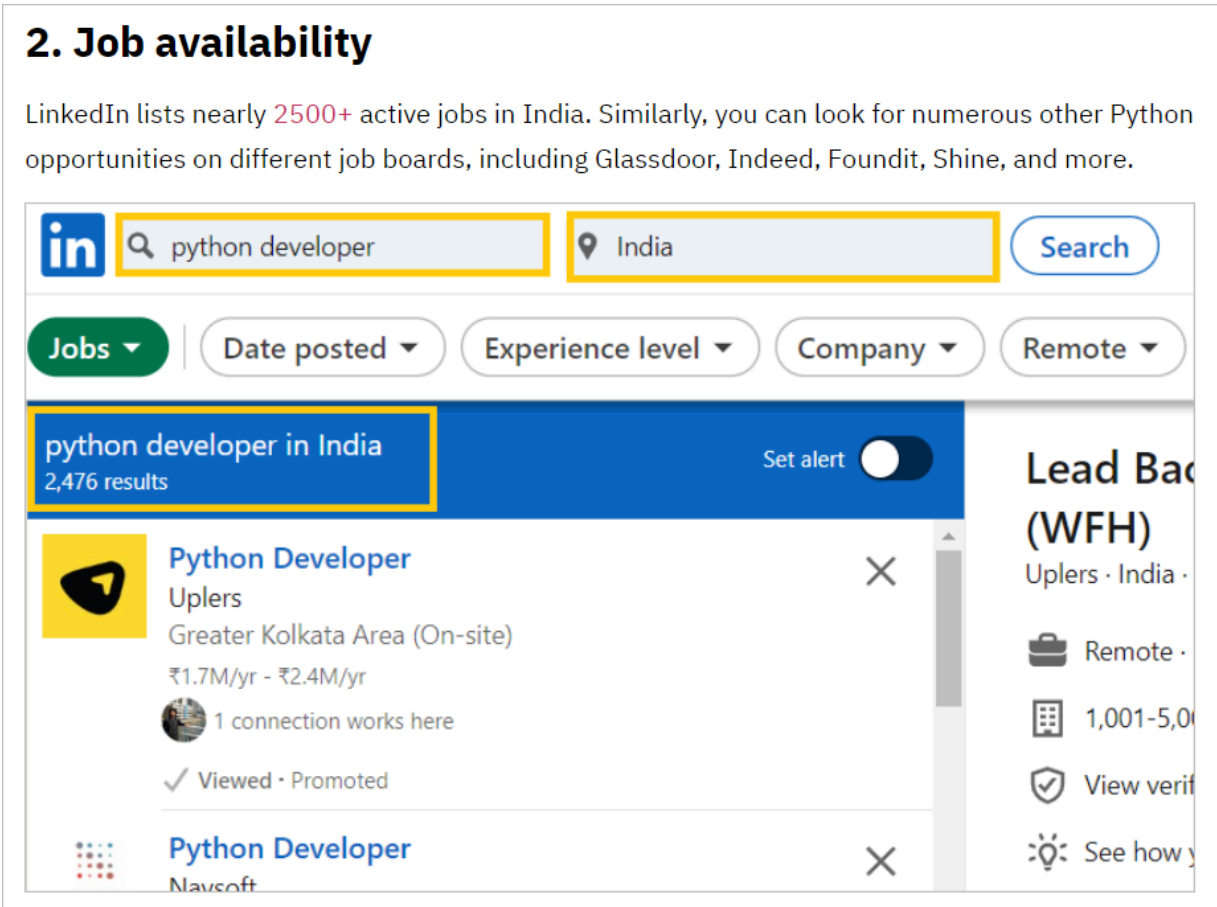
Rank	Query	Change
1	meditation retreat near me	Breakout
2	the honest guys relaxing music with water sou...	+4,850%
3	meditation for fidgety skeptics	+3,550%
4	yellow brick cinema reiki zen meditation music...	+3,550%
5	abraham hicks morning meditation	+2,050%

Geographical concentration. Another useful feature is the ability to see where people are searching for a term geographically. This can help you identify where your customer base for a specific niche is most heavily concentrated. For example, if you're selling canoes, you'll want to determine where the majority of your customers will come from.



Notice how the content focuses on not only giving accurate advice but also helping readers visualize the results or steps.

Here's another example below:



While highlighting the job availability of Python developers on LinkedIn, it shows the screenshot of the actual data from LinkedIn— this not only makes it actionable but also more trustworthy content.

Adding simple screenshots of steps, creating process GIFs, and even simple graphics (flowchart, diagram, etc.), can make your content 10x more ACTIONABLE.

👉 Give this simple instruction to your content team: Don't just write about what to do and how to do it.

Make your content trustworthy by removing opinions

Readers want information that is trustworthy and credible.

Train your writers to not share their opinion (unless the blog topic demands an opinion view).

Want to justify a point? Add statistics, data, and research points to justify your claims.

Example:

Not recommended: I think X is the most important skill needed to become a data science engineer.

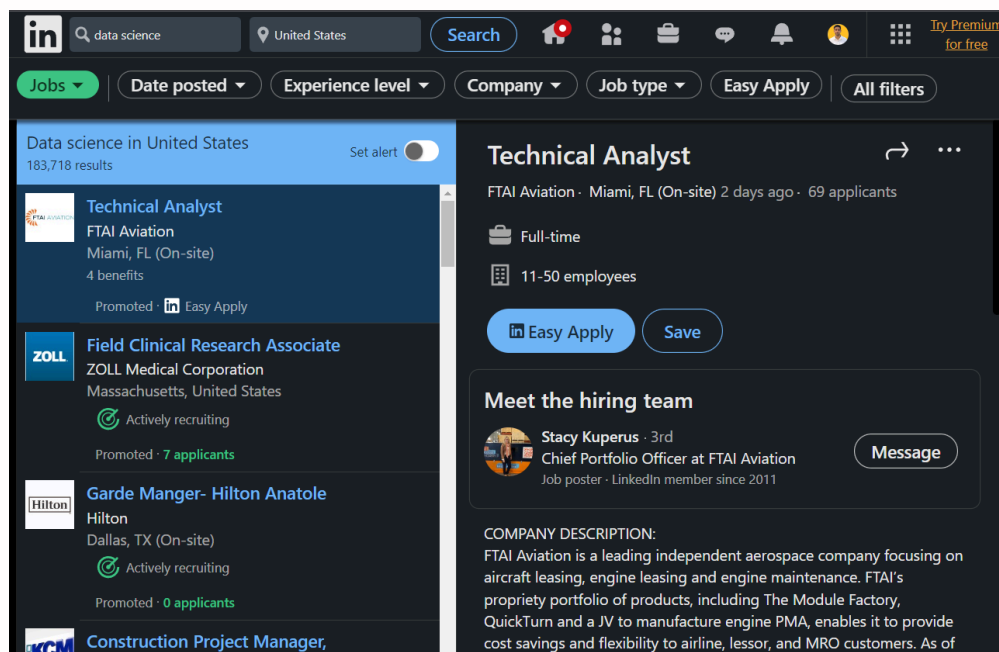
Recommended: X is one of the top three skills to become a data science engineer, as per McKinsey's [survey on 1000+ employers](#).

Another example:

Not recommended: Data science is one of the most in-demand jobs in the technology field.

Recommended: Data science is one of the most in-demand jobs in the technology field.

In fact, there are [183k+ US-based data science jobs](#) available on LinkedIn.



(This screenshot validates the claim made by the writer)

Reduce the fluff from the introduction

One sureshot way to improve the UX and fulfil users' needs faster is by adding the most important information in the above-the-fold section.

Take the below example of **Ahrefs**.


DATA & STUDIES

SEO Pricing: How Much Does SEO Cost in 2023? [Industry Research]

By [Joshua Hardwick](#) ✓ Reviewed by [Sam Oh](#)

Updated: April 28, 2023 ▪ 6 min read

Most businesses paying a monthly retainer for SEO will pay between **\$500 to \$1,500 per month**. For those paying by the hour, \$75 to \$100 is the most popular hourly rate. For one-off SEO projects, \$2,501 to \$5,000 per-project is most common.

How do we know? We surveyed 400+ members of the SEO industry.

Readers don't need to skip 200 words of generic introduction to get an overview price range for retainer basis and hourly basis.

TIP: While creating the content outline try to put the important headings near the beginning. The faster you can provide readers with the required information, the better the user experience.

Let's make SEO the biggest growth engine for your brand.

We started **Accrue SERP** with one clear goal — making SEO an outcome-based marketing channel (leads, signups, & conversions) rather than chasing site traffic that doesn't add any business value to your bottom line.

Let's **schedule a 15 to 30-minute meeting** and understand how we can help you achieve business growth with our outcome-based SEO services in India.

Brands that trust us

