

Think Like a Marketer

Lesson 4: Make It Easy

FUNCTIONALITY & NAVIGATION: THE INVISIBLE FORCE BEHIND YOUR BLOG'S GREATNESS

- Your blog visitors don't have time to search around for a way to retweet a post or subscribe to your blog
- Make it easy on them
- Creating an easy-to-use blog will require some behind-the-scenes work from you

Give Your Readers an Easy Button to:

FIND OUT MORE ABOUT YOU

- Clearly labeled About page. Optional: intro on sidebar

FIND YOUR BEST POSTS

- Use a gadget/plugin, create a tab in your menu or link them in your sidebar

SHARE YOUR CONTENT

- Use sharing plugin like AddThis, SexyBookmarks or Digg Digg

FIND YOU ELSEWHERE

- Social media buttons are "above the fold"

CONTACT YOU

- Create a contact page so people know how to get in touch

SEARCH YOUR CONTENT

- Use a default search box or one like Lijit

LEAVE COMMENTS

- Have link at bottom & consider removing word verification

LESSON WORK

- Take a look through your blog & see how if you're making things hard on your readers
- Ask your group members to do the same and offer suggestions.
- Be a rock star. (Look, you have one done already!)

BROUGHT TO YOU BY:



extra credit reading

[Can I Contact You- Social Dialect](#)

[Where Do I Get Social Media Buttons- Momcomm](#)

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