

# ANATOMY OF A BLOG

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THE WEBSITE *Doula*

This guide was created as a supportive resource for my website design clients. As always, I am here as a support for your business and technical needs. Simply email me at [info@thewebstedoula.com](mailto:info@thewebstedoula.com). Remember to also check out related video tutorials on my client resource page!

# WHY I CREATED THIS GUIDE

Learning all the different parts of your website, what they are used for, and how you can best use them can feel very confusing. While I do my best to avoid too much technical jargon, it's really helpful if we both know what i'm talking about when I refer to various elements of your website.

You'll also find great guidance on important elements to include in each section of your website. Sometimes when your website feels overwhelming, it can be helpful to think about it one section at a time.

**When you are done reading this guide, you will have a clear understanding of the parts that come together to create your successful website.**



# BLOG POSTS

Blog posts are typically arranged in order from newest post to oldest post, and can be display in a list or a grid.

Many of my clients are hesitant to start a blog, worried they can't create "epic" content or if they can sustain posting regularly— remember that there are many ways to create blog content, and each new post is helping potential clients find you!

**BONUS:** If you want to blog occasionally but don't want to worry if the last post was 5 months ago, we can simply remove the dates!

You can create all different types of helpful and valuable content — articles, reviews, videos, audios, opinion, how-tos, resources, tips, and more. You can also invite local practitioners to do a featured interview post with you, or even to contribute content!

**POST CATEGORIES:** These are like the drawers of your file cabinet, each representing a large, overarching theme or topic.

**POST TAGS:** Helpful for those of you who plan to blog a lot, tags are like the individual labeled file folders inside the drawers, organizing the content into smaller, more focused sub-topics.

## WHAT ABOUT COMMENTS?

Very few people if any actually comment these days on business site blogs. Social media has taken over as the place to discuss blog content. I recommend we turn comments off. One less thing to pay attention to!

A close-up, side-profile photograph of a person's hand holding a blue pen, writing on a document. The person is wearing a grey, textured sweater. The desk is made of light-colored wood. In the background, a desk lamp with a white shade is visible, and several papers are scattered on the desk. The overall scene is brightly lit, suggesting a workspace or study area.

# THE AUTHOR BOX

# INTRODUCE YOURSELF ON EACH POST!

At the end of each blog post, an author box can be included to display your name, a short bio, and a photo (this photo is called a gravatar). If you have multiple people contributing to your blog you can create unlimited authors! an author box makes it super easy for visitors who enjoyed your blog post to learn more about you.

The author box is a simple way to position you as an expert and invite visitors to visit other parts of your website to learn more.

## When writing your author box:

### Keep It Simple

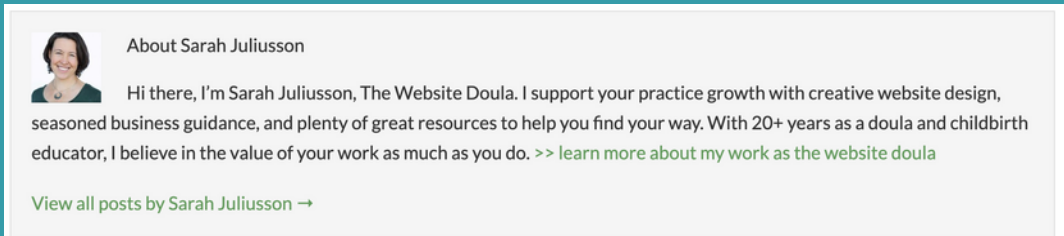
The bio included in the author box is just meant to be a taste or a sample of your bio. Keep it short and sweet – no more than 1-3 sentences. Share the core highlights of your bio and tease the reader into wanting to learn more.

### Include A Link Or Two

Consider including a link to your about page or a key service page or giveaway.

### Use The Same Photo You Use On Social Media

Speed up recognition and the feeling that your visitor knows you by using the same photo you use on social media.



The image shows a teal background with a white rectangular box containing an author bio. On the left is a small circular profile picture of a woman with dark hair. To the right of the photo is the text: "About Sarah Juliusson", "Hi there, I'm Sarah Juliusson, The Website Doula. I support your practice growth with creative website design, seasoned business guidance, and plenty of great resources to help you find your way. With 20+ years as a doula and childbirth educator, I believe in the value of your work as much as you do. >> [learn more about my work as the website doula](#)", and "View all posts by Sarah Juliusson →".



*Dear clients,*

I hope this helped you make sense of the different aspects of your web design. As always, don't hesitate to reach out with questions!

*- Sarah Juliusson*

THE WEBSITE DOULA

