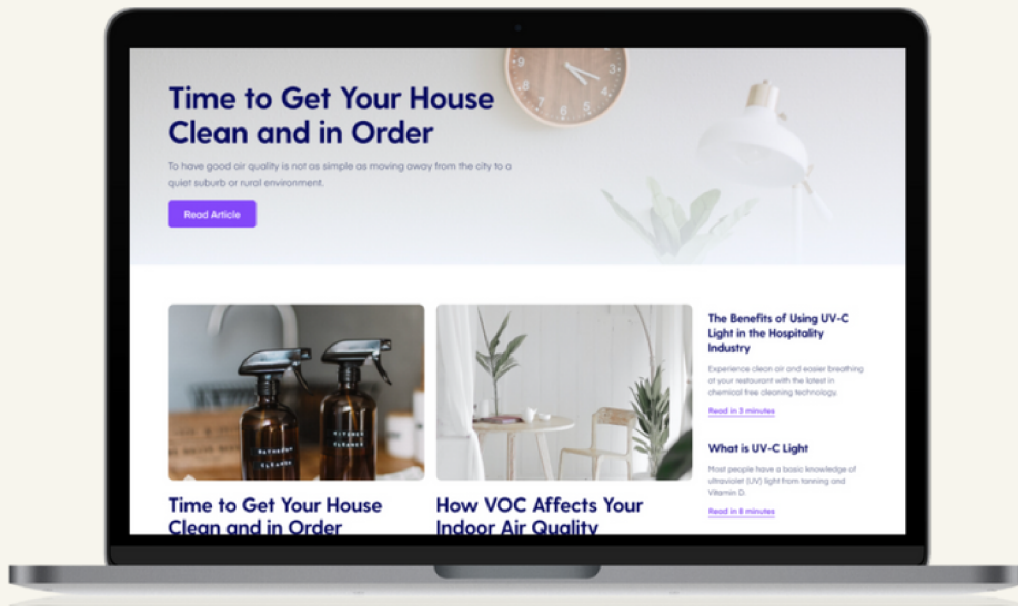


Anatomy of a High Converting Blog

With Examples



creative



Introduction

We've created many articles, videos, and worksheets focused on building your organic search traffic. But what happens after users navigate to your blog?

If you have great organic traffic, but you're not sure you're making the most of that asset, this booklet is for you! It's packed full of data and examples of how to convert organic traffic to buyers.

Here's to higher engagement and conversions from all your hard work!

Uma

p.s. if you want more organic traffic, start with our [SEO foundations checklist here](#).



Table of Contents

QUICKLY FIND THE INFORMATION YOU WANT

We packed this guide with research, data, and examples. So, it's long-uh! In order to make it as useful as possible, we've included this table of contents. Browse the document OR find exactly what you want in the table below.

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QUICKLY FIND THE INFORMATION YOU WANT

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What Leads to a Conversion?

Blog visitors typically visit your site for information vs transactions. That means they're less ready to sign up for something or make a purchase.

If most blog visitors are in information seeking mode, is it possible for information seekers to convert? Yes! AND yet...purchase rates or sign up rates on blog posts are typically lower than on the rest of your site.

Your mission, should you choose to accept it, is to give the visitor the best experience possible, so they want to engage with your content long enough to decide to convert.

REMEMBER: It's about the content! Blog visitors come for information or content. It's best not to make them work to get what they want...which is the content. Don't overwhelm them with distractions.

Top Tip:
Balance, priority, and focus are key to high conversions without driving your audience away.

What Is a Conversion?

Many people believe a conversion equals a purchase.

However, conversions from a blog include many user actions. Conversion actions include those taken by visitors listed below:



Email list signup



Reading other articles



Clicking to view products



Purchase a product



Follow on social



Review/Testimonial

Top Tip:
Prioritize your most important conversion and focus there first!

Priorities

With online search traffic, Google (and other search engine algorithms) prioritizes user experience.

Typical blog conversions range from 0.5% to 2%. Don't trade a smaller quantity of organic traffic for a fraction increase in conversions if the math doesn't make sense.

(e.g. If you lose 1,000 visitors per month because of a crowded user experience to capture 0.5% increase in conversions, does that math work long-term?)

USER EXPERIENCE

- ▶ Can the user easily get the information or content that brought them to the site?

ENGAGEMENT

- ▶ Can the user easily access other information on the site that's related to the information or content that brought them to the site?

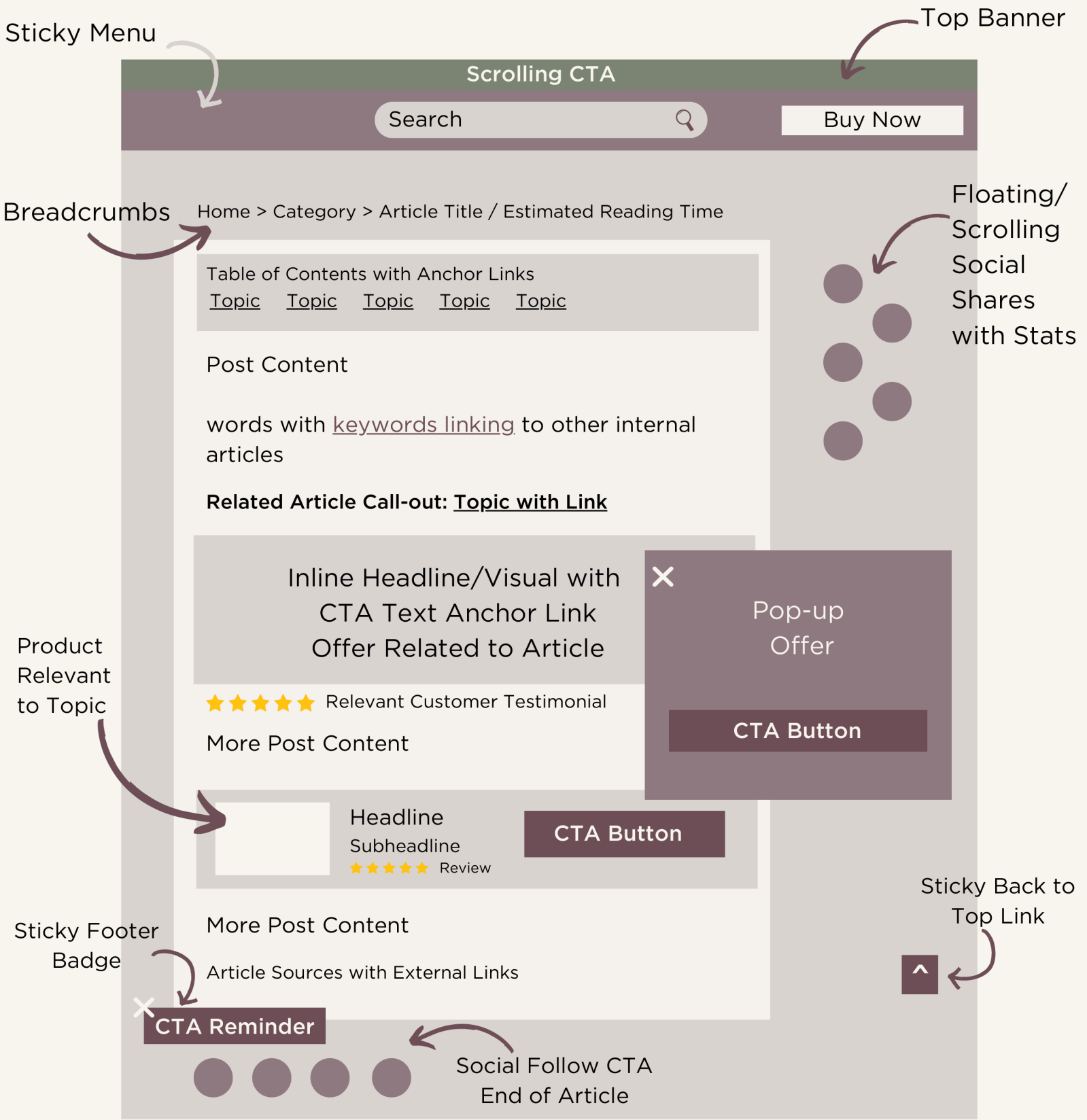
CONVERSION

- ▶ Is there an opportunity for the user to take the next step in relationship or in doing business with you?

**Do the math first
before you make the trade off!**

THE Anatomy

This guide provides nuances, test results and multiple examples of ways you can display data. But here's the TL/DR layout if you just want to cut to the chase.



User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

1. BREADCRUMBS

Breadcrumbs offer users a way to see the relation between their location on a page (like a blog page) and higher level pages (e.g. a category page). In other words, users shouldn't have to work hard to find their way around your site hierarchy.

The image shows two examples of breadcrumb navigation on a website. The top example is from 'Perfect Keto' and shows a breadcrumb trail: 'Blog » Articles » What Are Trans Fats and How Do They Affect Your Health?'. A purple arrow points to this trail. Below the title, there is a green 'Evidence based' badge. The bottom example is from 'BULLETPROOF' and shows a breadcrumb trail: 'HOME / SUPPLEMENTS | MARCH 15, 2022'. A green arrow points to this trail. Both examples show the breadcrumb trail in a dark color, making it stand out from the rest of the page content.

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All Articles Popular ▼ Trending Weight Loss Success Stories Keto Nutrition Keto Recipes Supplements Newsletter Podcast

Blog » Articles » What Are Trans Fats and How Do They Affect Your Health?

Evidence based

What Are Trans Fats and How Do They Affect Your Health?

Medically reviewed by [Dr. Anthony Gustin, DC, MS](#) on April 5, 2022 — Written by [Sarah Garone](#)

Disclaimer

[Trans Fats Definition](#) | [How Trans Fats Affect Your Health](#) | [Foods That Contain Trans Fats](#) | [Trans Fat Consumption Per Day](#) | [Limiting Trans Fat Consumption](#) | [The Bottom Line](#)

Buy More, Save More! \$5 off \$50+ | \$10 off \$100+ | \$40 off \$150+ SHOP NOW

BULLETPROOF SHOP HEALTH UPGRADES RECIPES LEARN DEALS

HOME / SUPPLEMENTS | MARCH 15, 2022

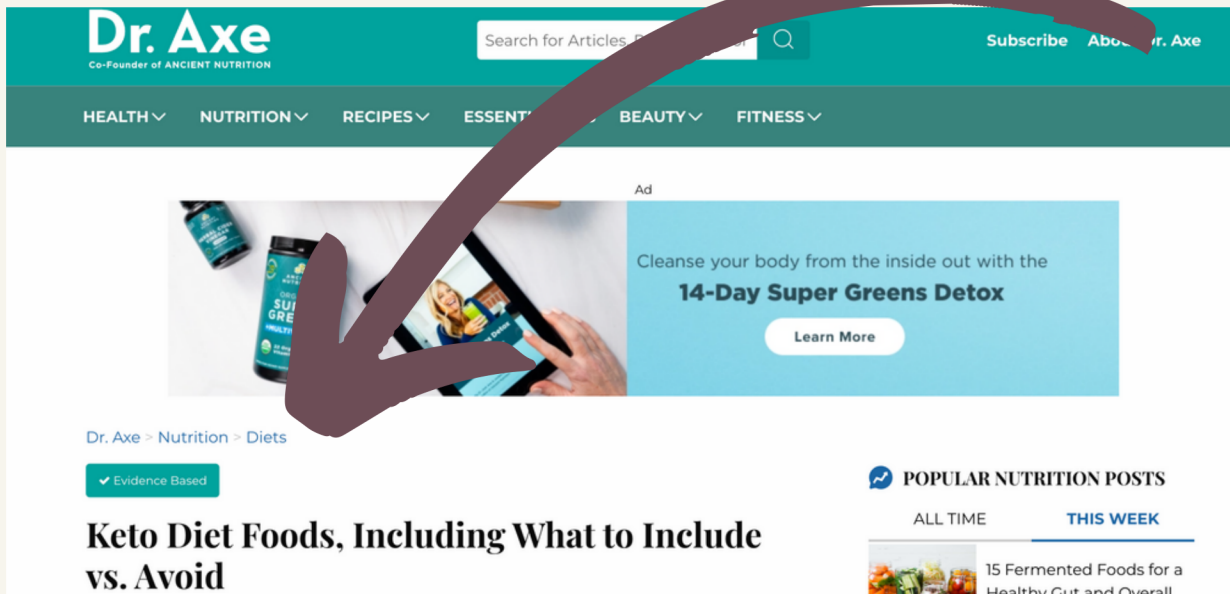
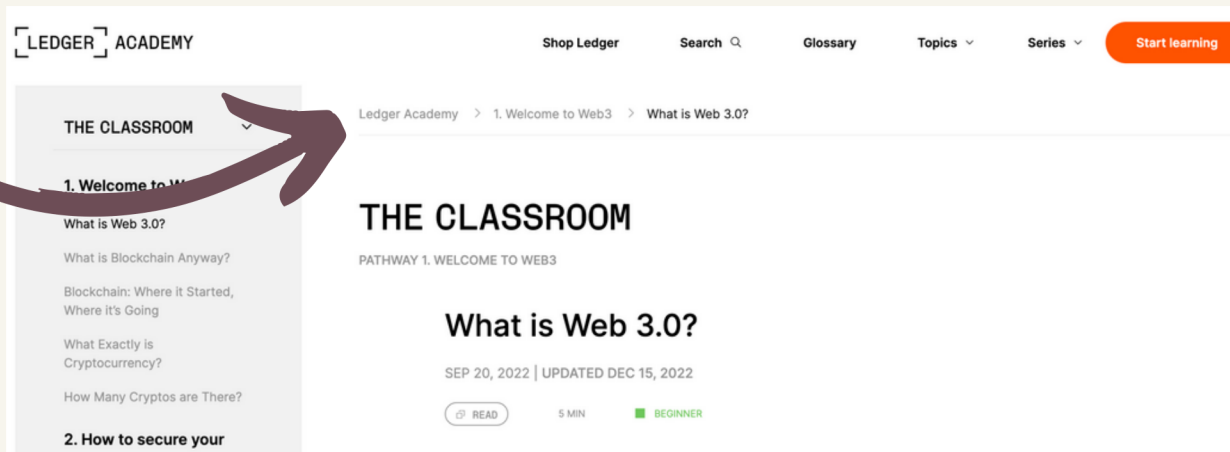
WHAT ARE GREENS? 6 THINGS TO LOOK FOR IN A GREENS POWDER SUPPLEMENT

By [Trey Sanders, MS RD, CFS](#)
Reviewed by [Emily Gonzalez, ND](#) for Scientific Accuracy

User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

1. BREADCRUMBS CONT'D



Breadcrumbs can be small and unobtrusive. Useful but not distracting.

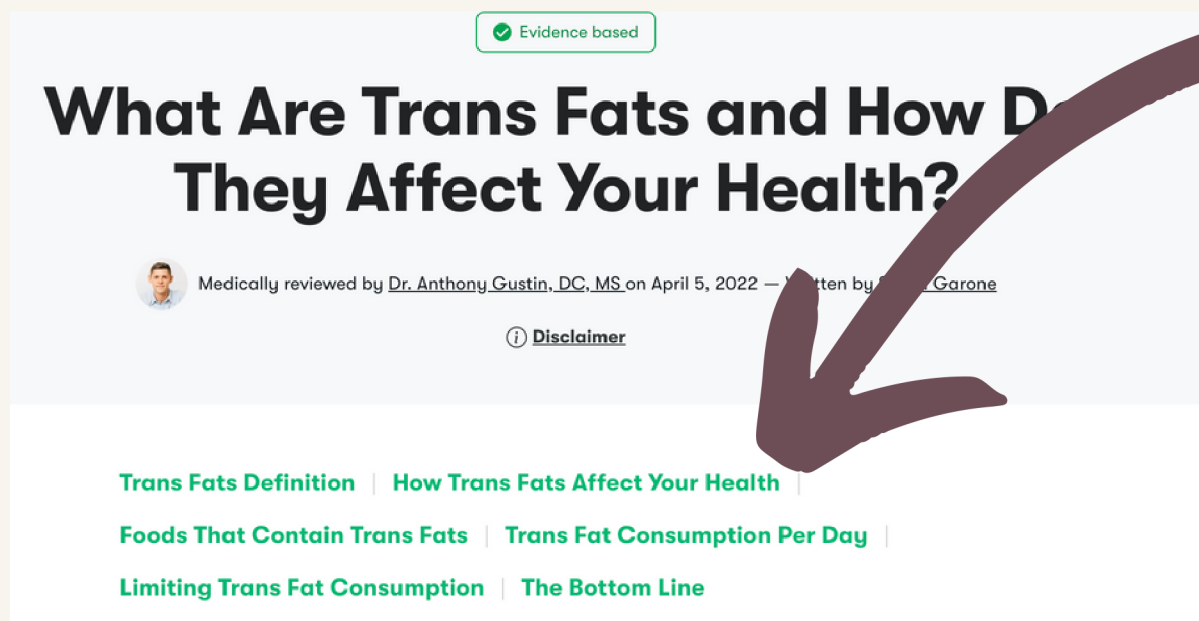
User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CONTENT OUTLINE

A table of contents allows users to see exactly what's in the post. Are you going to answer their question or pique their curiosity? A useful table of contents helps readers “jump” to a section that most applies to why they visited your site.

Perfect Keto



Evidence based

What Are Trans Fats and How Do They Affect Your Health?

Medically reviewed by [Dr. Anthony Gustin, DC, MS](#) on April 5, 2022 — Written by [\[Name\] Garone](#)

[Disclaimer](#)

- [Trans Fats Definition](#) | [How Trans Fats Affect Your Health](#)
- [Foods That Contain Trans Fats](#) | [Trans Fat Consumption Per Day](#)
- [Limiting Trans Fat Consumption](#) | [The Bottom Line](#)

A large dark purple arrow points from the top right towards the table of contents.

Bulletproof Coffee

ingredients separate **Bulletproof Greens** from the pack.

TABLE OF CONTENTS

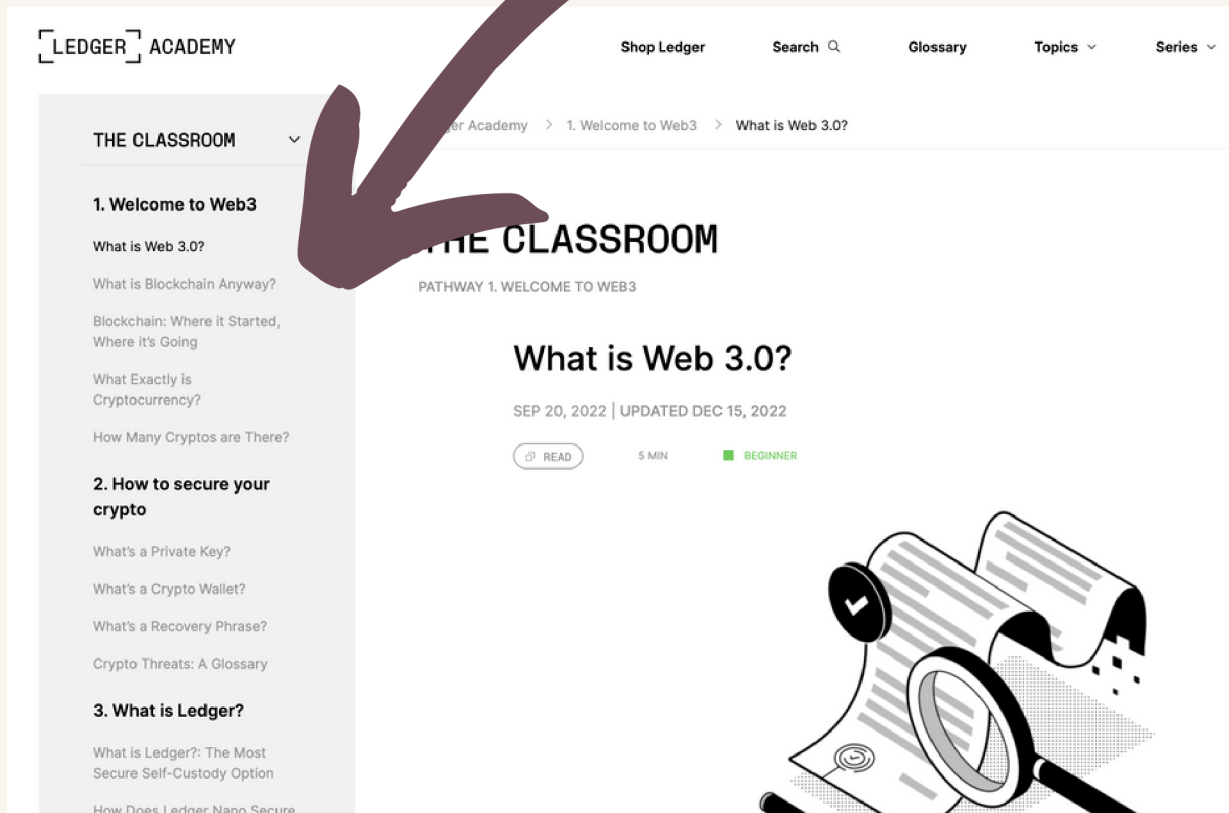
- >> What are Greens powders, exactly?
 - >> 6 things to look for in a Greens powder supplement
 - >> Things to avoid in a Greens dietary supplement
- A dark purple arrow points from the left towards the second item in the table of contents.

User Experience

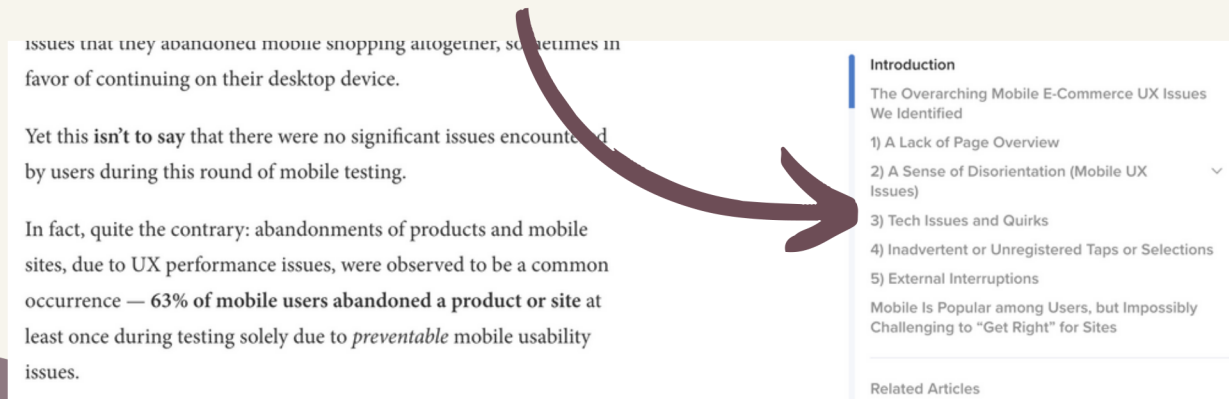
WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CONTENT OUTLINE CONT'D

Ledger Academy



Ledger Academy (above) and Baymard (below) offer floating outlines that follow the user as they scroll. This allows the user to navigate to the exact content they want anytime.



User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CONTENT OUTLINE CONT'D

Content outlines are incredibly helpful with user navigation. If there's no floating outline, it's a best practice to allow the user to scroll back to the top where the content outline exists.

Ledger Academy

For instance, the Arab Spring movement is the ultimate example of this scenario. Social media played a significant role in facilitating communication among the participants of this movement and allowed them to form a large community. Small individuals created something big enough to challenge large power structures. All because of social media. Isn't that amazing?

So in a sense, Web 2.0 has given human beings a level of organizational power we've never had before. But it has cost us dearly too.

Problems with Web 2.0

The structure of Web 2.0 has a defining impact on us, as users. However, the current state of the internet is centralized. We are completely reliant on the applications that we use, from social media to banking and dating. And these platforms rely on a handful of internet servers, which makes the whole system centralized.

Note: Content outlines that link to specific sections of the article can also display as clickable links in search results. This helps the user know you have the information they seek, PLUS search engines LOVE this.

Tempesta Media · <https://www.tempesta.com> › wh... ⋮

Why It's Important to Add an Estimated Reading Time

Dec 21, 2022 — Zippia published some interesting statistics in April 2022. For instance, 77% of internet users read blogs and, on average, read about 10 blogs ...

[How To Estimate Reading Time](#) · [Impact On The Sales Funnel](#) · [Ready To Boost Your...](#)

Floating content modules are helpful to the user. AND yet -- take care to choose only one or two. Help the user or prompt them to action rather than distracting them.

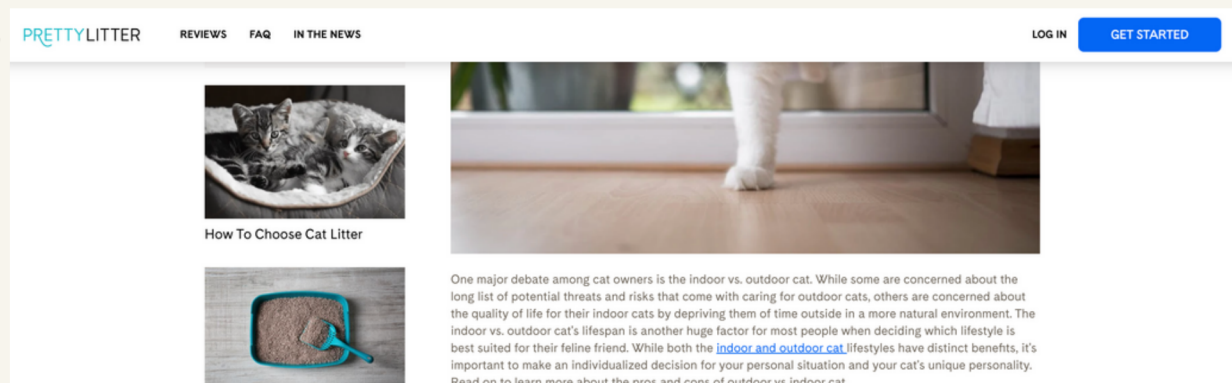
User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

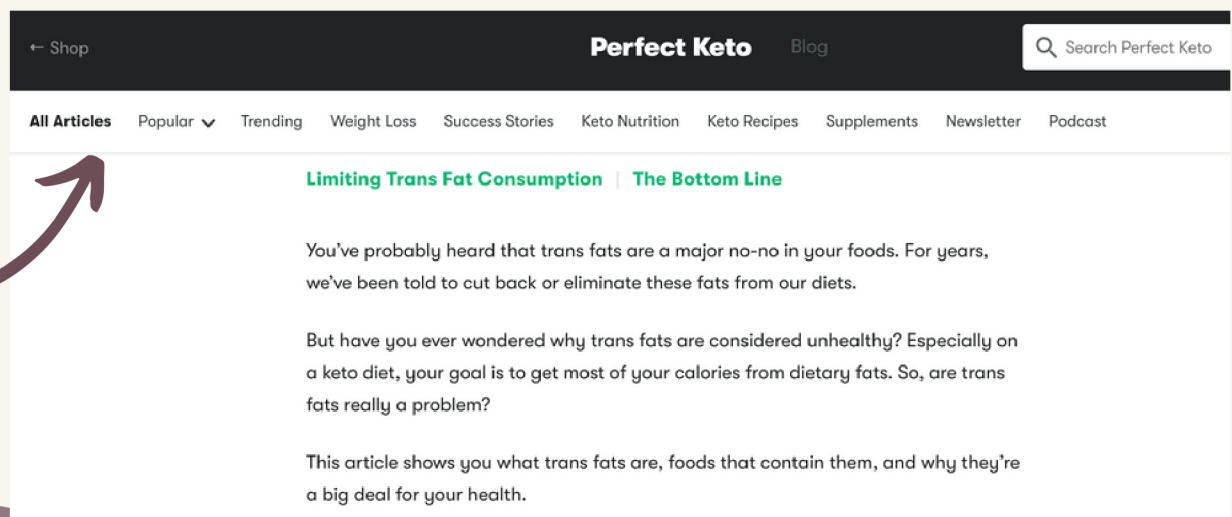
3. STICKY NAVIGATION

A sticky menu remains visible and in the same position as the user scrolls down or moves through a site. Sticky navigation gives the user a familiar way to continue interacting with the entire website as they scroll.

Pretty Litter



Perfect Keto

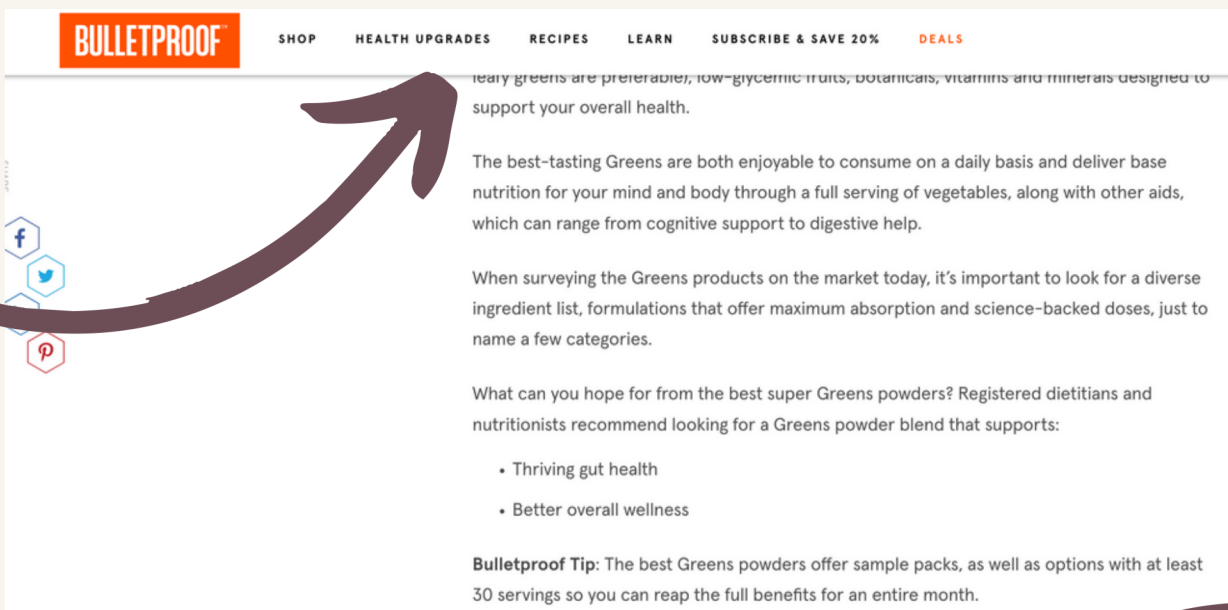


User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

3. STICKY NAVIGATION CONT'D

Bulletproof Coffee



The screenshot shows the top of the Bulletproof website. A dark purple navigation bar is sticky and contains the following links: SHOP, HEALTH UPGRADES, RECIPES, LEARN, SUBSCRIBE & SAVE 20%, and DEALS. The Bulletproof logo is on the left. Social media icons for Facebook, Twitter, and Pinterest are on the left side of the page. The main content area features text about greens powders and a list of benefits.

BULLETPROOF SHOP HEALTH UPGRADES RECIPES LEARN SUBSCRIBE & SAVE 20% DEALS

leafy greens are preferable, low-glycemic fruits, botanicals, vitamins and minerals designed to support your overall health.

The best-tasting Greens are both enjoyable to consume on a daily basis and deliver base nutrition for your mind and body through a full serving of vegetables, along with other aids, which can range from cognitive support to digestive help.

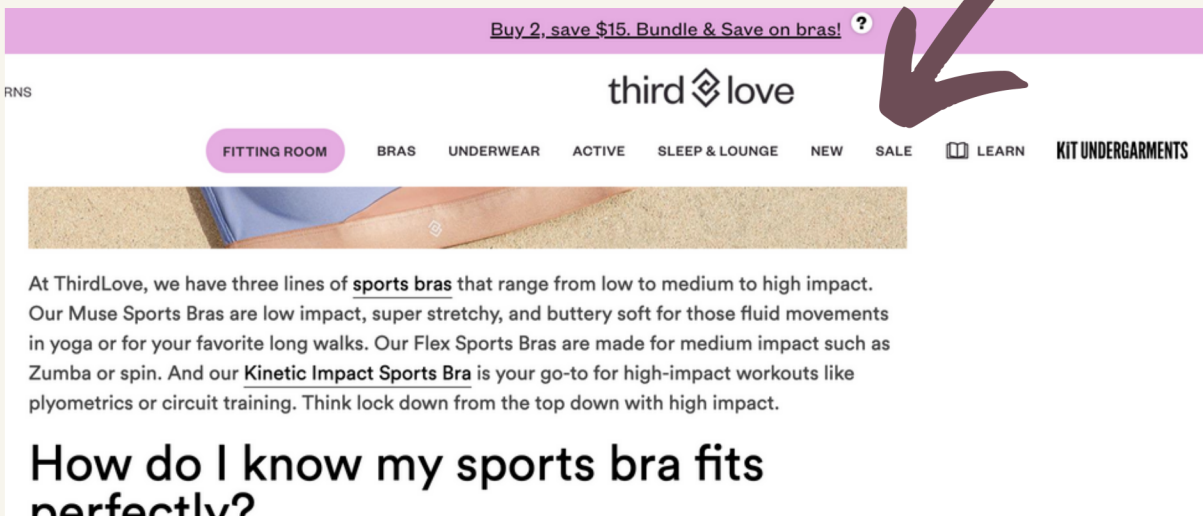
When surveying the Greens products on the market today, it's important to look for a diverse ingredient list, formulations that offer maximum absorption and science-backed doses, just to name a few categories.

What can you hope for from the best super Greens powders? Registered dietitians and nutritionists recommend looking for a Greens powder blend that supports:

- Thriving gut health
- Better overall wellness

Bulletproof Tip: The best Greens powders offer sample packs, as well as options with at least 30 servings so you can reap the full benefits for an entire month.

Third Love



The screenshot shows the top of the ThirdLove website. A purple banner at the top contains the text: Buy 2, save \$15. Bundle & Save on bras!?. Below the banner is the ThirdLove logo and a navigation bar with the following links: FITTING ROOM, BRAS, UNDERWEAR, ACTIVE, SLEEP & LOUNGE, NEW, SALE, LEARN, and KIT UNDERGARMENTS. The main content area features text about sports bras and a heading: How do I know my sports bra fits perfectly?

Buy 2, save \$15. Bundle & Save on bras! ?

RNS **third love**

FITTING ROOM BRAS UNDERWEAR ACTIVE SLEEP & LOUNGE NEW SALE LEARN KIT UNDERGARMENTS

At ThirdLove, we have three lines of **sports bras** that range from low to medium to high impact. Our Muse Sports Bras are low impact, super stretchy, and buttery soft for those fluid movements in yoga or for your favorite long walks. Our Flex Sports Bras are made for medium impact such as Zumba or spin. And our **Kinetic Impact Sports Bra** is your go-to for high-impact workouts like plyometrics or circuit training. Think lock down from the top down with high impact.

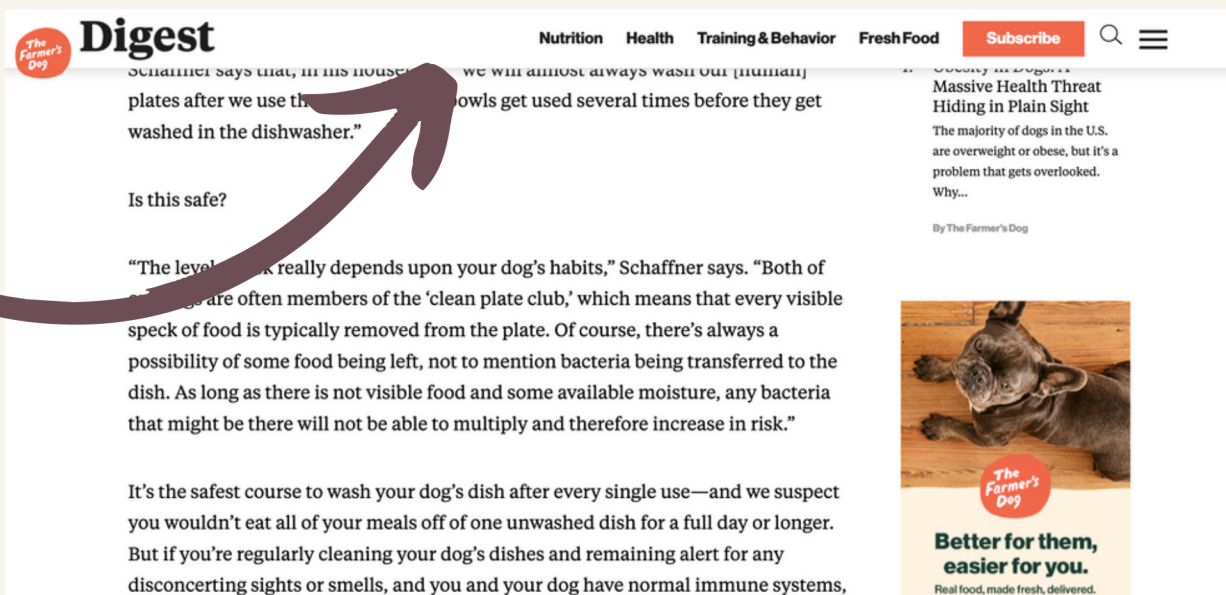
How do I know my sports bra fits perfectly?

User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

3. STICKY NAVIGATION CONT'D

Farmer's Dog



A sticky navigation menu is a great way to help the user control their experience while also offering a purchase or sign-up call to action that might lead to conversion. It's a 2-for-1, keeping your cash register within reach at all times!

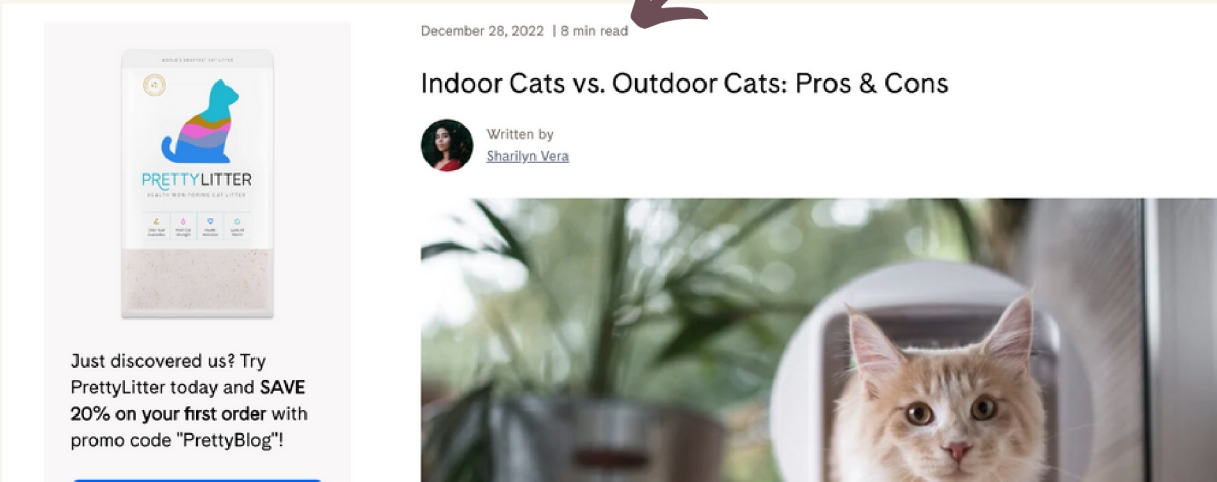
User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

4. ESTIMATED READING TIME

Estimating the reading time of your article can set expectations for users. Estimate reading time manually by dividing the number of words in your article by 200. Many website plugins calculate this for you.

Pretty Litter



December 28, 2022 | 8 min read

Indoor Cats vs. Outdoor Cats: Pros & Cons

Written by [Sharilyn Vera](#)

Just discovered us? Try PrettyLitter today and **SAVE 20%** on your first order with promo code "PrettyBlog"!

The screenshot shows a blog post header for 'Indoor Cats vs. Outdoor Cats: Pros & Cons' by Sharilyn Vera. A purple arrow points to the '8 min read' indicator. To the left is a product image for PrettyLitter cat litter with a promotional offer.

Ledger Academy



Ledger Academy > 1. Welcome to Web3 > What is Web 3.0?

THE CLASSROOM

PATHWAY 1. WELCOME TO WEB3

What is Web 3.0?

SEP 20, 2022 | UPDATED DEC 15, 2022

5 MIN BEGINNER

Estimated Reading Time can be small and unobtrusive. Useful but not distracting.

The screenshot shows a blog post header for 'What is Web 3.0?' by Ledger Academy. A purple arrow points to the '5 MIN' reading time indicator. A purple callout box on the right contains the text: 'Estimated Reading Time can be small and unobtrusive. Useful but not distracting.'

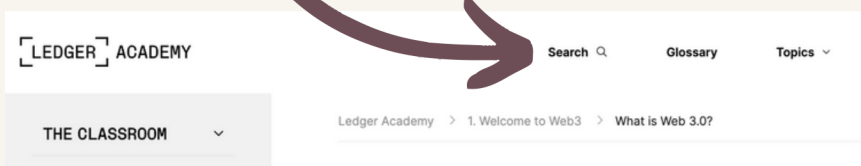
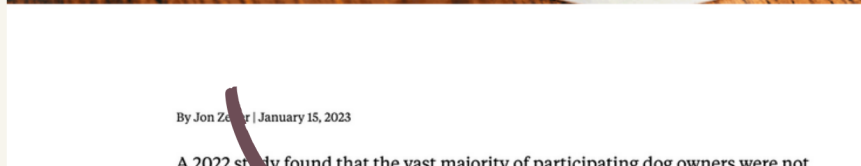
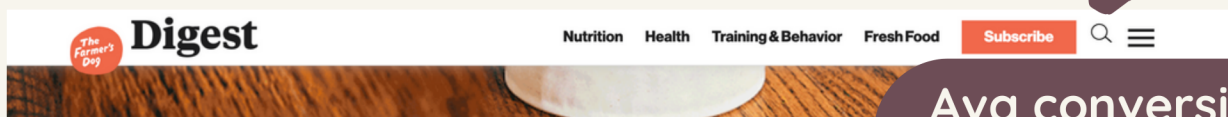
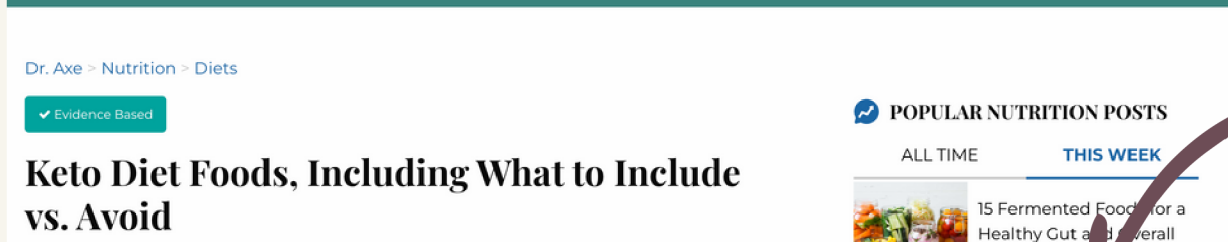
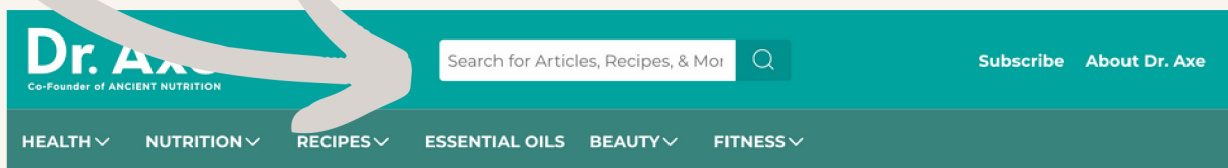
User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

5. SEARCH

While blog readers typically visit your site for information, the information they receive might be exactly what they need to buy.

Search can transform conversions on your site. Search makes it easier for visitors to find what they need. The stats show, visitors who search your site convert to buyers more often.



Avg conversion
for site visitors
using search: 4.6%
vs
Avg conversion
for all site
visitors: 2.77%

Source: [Econsultancy.com](https://www.econsultancy.com)

Search can be small or a simple icon.

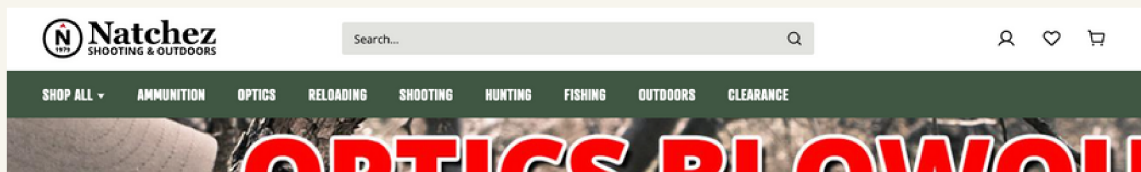
User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

5. SEARCH

Search can be small and unobtrusive. However, this one A/B test found an increase in click throughs and revenue by increasing the real estate on the site search bar.

Previously, the site search bar occupied 1/6 of the menu. The 1/3 screen search bar increased revenue for Natchez by 7.5%.



Test performed by [Online Influence Institute](#).

User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

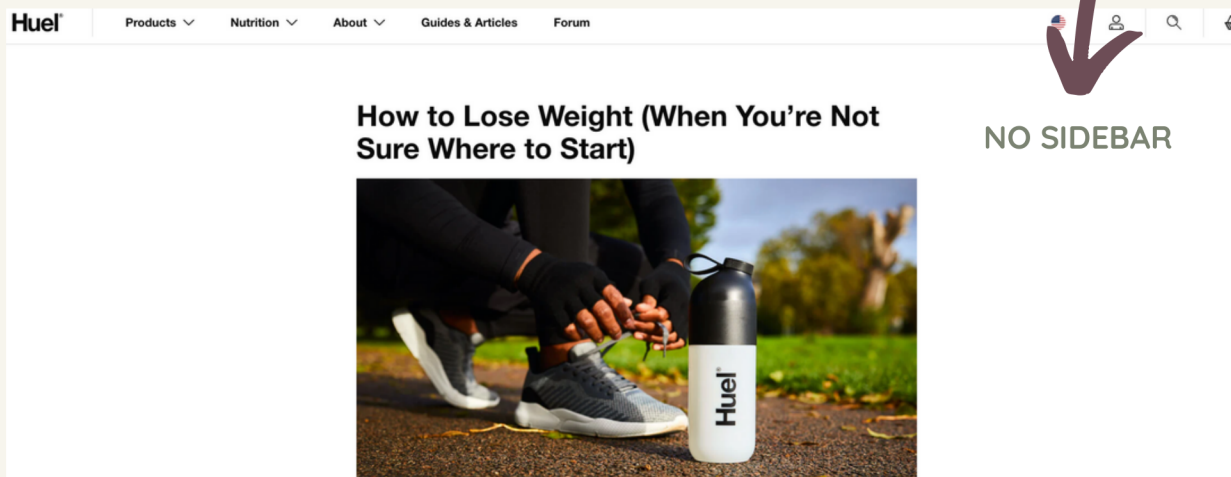
6. FAVORITE OR FEATURED ARTICLES - SIDEBAR

Favorite/featured articles help readers find information MOST people want. However, adding them to individual blog posts may be a two-edged sword...

A/B testing experts argue the effectiveness of sidebars. Do they increase engagement and conversion or distract? Different tests show both results. Adding these articles to the bottom of a blog post may distract from your top call to action. Too many choices = lower conversion.

Knowing different tests have yielded different results, it's important to do the following:

1. Define your most important objectives.
2. Measure your results.
3. Test to see what works with your audience.



Whether a sidebar, the end of the article, or via a section on your blog archive page, providing users with access to your most read articles can help them find your most valuable content.

User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

6. FAVORITE OR FEATURED ARTICLES - SIDEBAR

Blog Sidebars Are Dead: 310% Better Conversion Rate Without A Sidebar

The blog sidebar is dead. Here's how my calls to action performed 310% better (often more) without a sidebar versus with one. Goodbye sidebar.



COMPELLING
SINGLE
BLOG SITE
TEST

Table of Contents

- Reason #1: Poor
- 1. Conversion Rates In The Sidebar
- Reason #2: Mobile
- 2. Traffic Makes The Sidebar Useless
- 3. A Growing Trend Vs Clinging To Tradition
- 4. When A Blog Sidebar Can't Make Sense

By David Risley | Last Modified: December 9, 2021 | 4 Comments

OK, I'm just going to call it... the blog sidebar is dead. And you should strongly consider just getting rid of it altogether.

I have gone back and forth on this over the years. I have run my blogs both with sidebar and without sidebar. But, recently, I had two observations that just drove the nail in the coffin for me for the sidebar.

Both observations have to do with email opt-in rates. The punchline is...

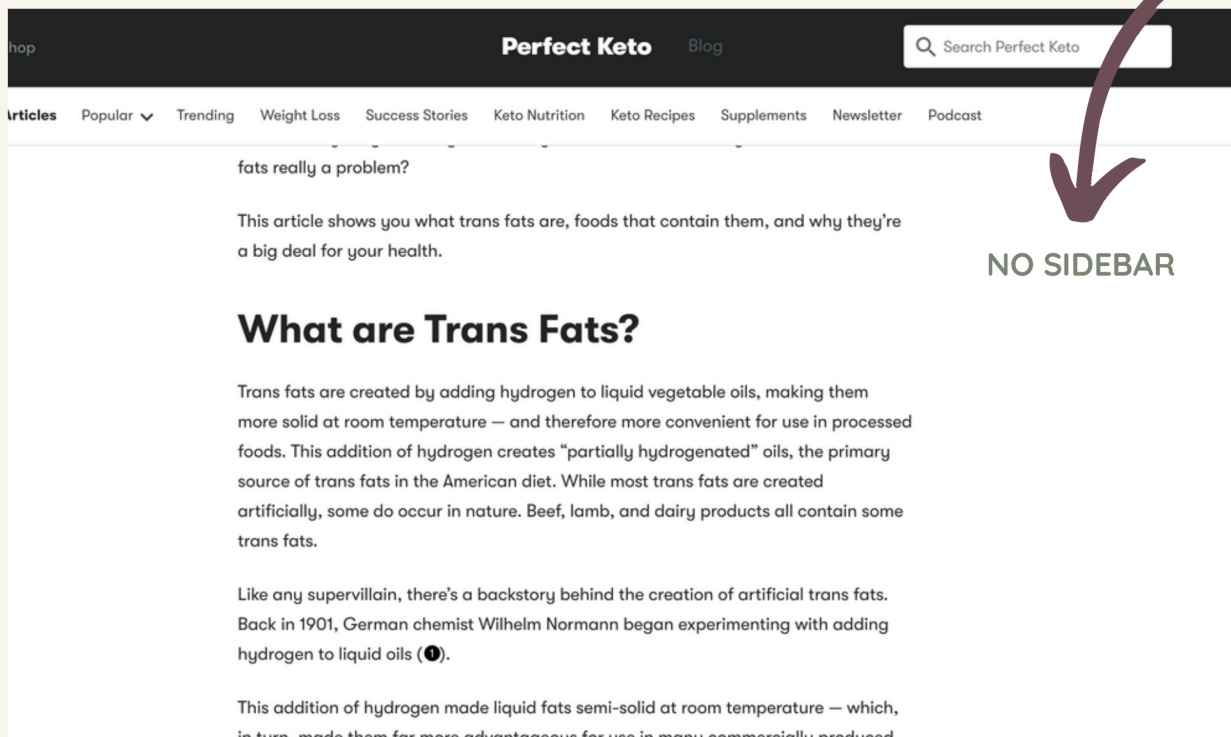
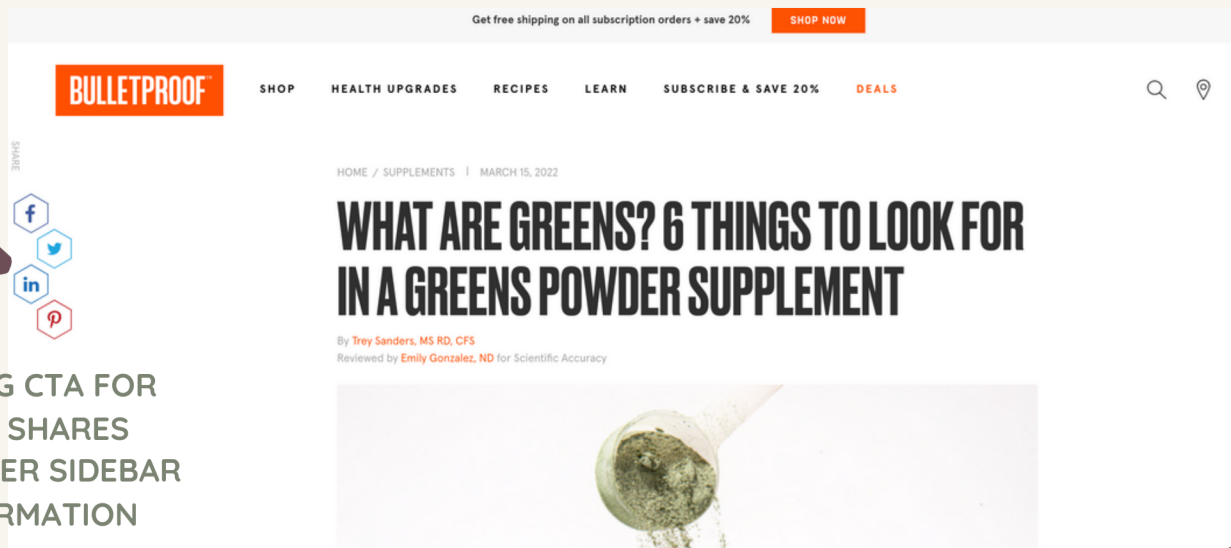
They SUCK. Opt-in rates in the sidebar just... suck.

SAME BLOG
POST WITH TABLE OF
CONTENTS SIDEBAR RATHER
THAN A CTA TO FOCUS ON USER
EXPERIENCE VS
CONVERSION...WHICH LED TO
HIGHER CONVERSIONS

User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

6. FAVORITE OR FEATURED ARTICLES - SIDEBAR CONT'D



User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

6. FAVORITE OR FEATURED ARTICLES - CONT'D

FLOATING CTA TO SHOP



Just discovered us? Try PrettyLitter today and **SAVE 20%** on your first order + a **Free Catnip Toy** with promo code "PrettyBlog"!

SHOP NOW

+ FEATURED ARTICLES



How To Choose Cat Litter

December 28, 2022 | 9 min read

Indoor Cats vs. Outdoor Cats: Pros & Cons

Written by
Sharilyn Vera



The Farmer's Dog Digest Nutrition Health Training & Behavior Fresh Food **Subscribe** 🔍 ☰

By Jon Zeller | January 15, 2023

A 2022 study found that the vast majority of participating dog owners were not aware of Food and Drug Administration (FDA) guidelines for handling pet food and dishes—and that even those who did know about the protocols didn't necessarily adhere to them.

How often do you wash your dog's bowls? How often *should* you wash them? Below,

Top Stories

1. What You Need to Know About Dogs And Parvo
What is parvo, what causes it, how is it diagnosed, and how is it treated? We have vet-reviewed information...

By Jon Zeller

TOP ARTICLES

User Experience

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

6. FAVORITE OR FEATURED ARTICLES - CONT'D

The screenshot shows a blog article titled "Google Analytics 4 vs Kissmetrics: Deep Dive". The page has a navigation bar with links for "GOOGLE ANALYTICS", "SAAS", "E-COMMERCE", "RESOURCES", "REQUEST DEMO", and "SIGN IN". The article content includes a sub-header "IN EXPERTS , GUIDE" and a graphic comparing Google Analytics and Kissmetrics. A sidebar on the right is titled "RECOMMENDED READING" and lists several related articles. A red arrow points from the text "POPULAR ARTICLES" to the "RECOMMENDED READING" sidebar.

POPULAR ARTICLES

The screenshot shows a blog article titled "Keto Diet Foods, Including What to Include vs. Avoid" from Dr. Axe. The page has a teal header with the Dr. Axe logo, a search bar, and navigation links for "HEALTH", "NUTRITION", "RECIPES", "ESSENTIAL OILS", "BEAUTY", and "FITNESS". The article content includes a sub-header "Evidence Based" and a "Listen to this article" button. A sidebar on the right is titled "POPULAR NUTRITION POSTS" and lists two articles. A red arrow points from the text "POPULAR ARTICLES" to the "POPULAR NUTRITION POSTS" sidebar.

POPULAR ARTICLES



User Experience Checklist

Here's your checklist of possible ways to increase the usability of your blog content pages.

Add them one-at-a-time or do them all. Then watch your bounce rate decrease while your engagement grows!

	Yes	No	Test
1. Add breadcrumbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Add an anchor linked content outline.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Add estimated reading time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Make navigation/menu sticky.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Add "back to top" arrow/link.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Add favorite or related articles in side-bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Add favorite or related articles at bottom.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Add search.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Add favorite or featured articles as sidebar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes



Engagement

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

Blog visitors seek information. Got it. But you can help them get ready to purchase. So, how do we use the blog to build that buyer relationship?

Offering ways for readers to engage with you further may be your best path to higher conversions.

1. RELATED ARTICLES

At a restaurant, it's fun to ask the server for recommendations. (I know, I'm one of those!)

Think of featured articles as your server telling you, "everyone loves the southwest steak."

However, related articles are more personal. They're like the server knowing you're eyeing the fresh catch of the day. They make a wine recommendation that pairs well with fish. The steak's popularity? Fun to know. The wine pairing? Personalized based on your interest, anticipating what you want next.



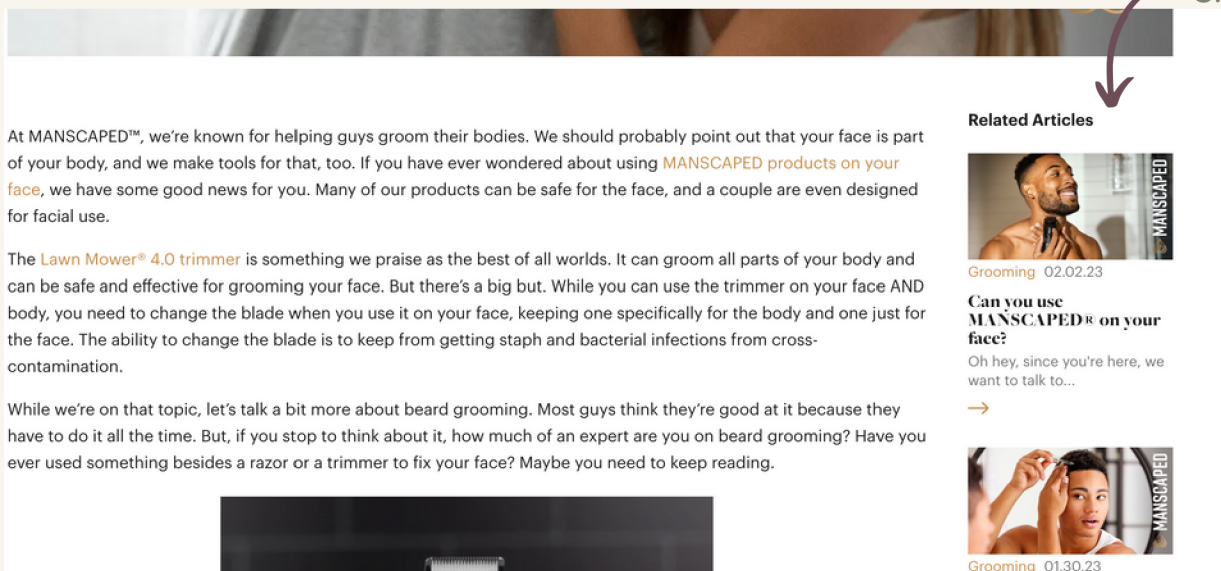
Engagement

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

1. RELATED ARTICLES - EXAMPLES

Think of related articles as saying, "here's content that might help you further -- related to this article you're reading now."

RELATED ARTICLES SIDEBAR



At MANSCAPED™, we're known for helping guys groom their bodies. We should probably point out that your face is part of your body, and we make tools for that, too. If you have ever wondered about using **MANSCAPED products on your face**, we have some good news for you. Many of our products can be safe for the face, and a couple are even designed for facial use.

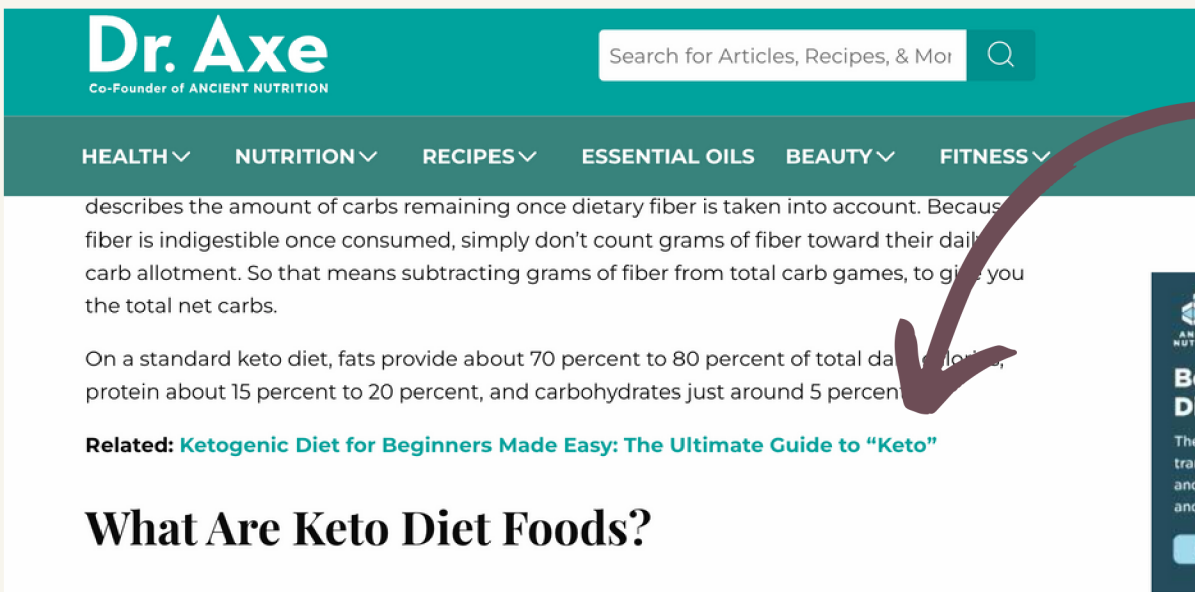
The **Lawn Mower® 4.0 trimmer** is something we praise as the best of all worlds. It can groom all parts of your body and can be safe and effective for grooming your face. But there's a big but. While you can use the trimmer on your face AND body, you need to change the blade when you use it on your face, keeping one specifically for the body and one just for the face. The ability to change the blade is to keep from getting staph and bacterial infections from cross-contamination.

While we're on that topic, let's talk a bit more about beard grooming. Most guys think they're good at it because they have to do it all the time. But, if you stop to think about it, how much of an expert are you on beard grooming? Have you ever used something besides a razor or a trimmer to fix your face? Maybe you need to keep reading.

Related Articles

Can you use MANSCAPED® on your face?
Oh hey, since you're here, we want to talk to...
→

Grooming 01.30.23



Dr. Axe
Co-Founder of ANCIENT NUTRITION

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describes the amount of carbs remaining once dietary fiber is taken into account. Because fiber is indigestible once consumed, simply don't count grams of fiber toward their daily carb allotment. So that means subtracting grams of fiber from total carb grams, to give you the total net carbs.

On a standard keto diet, fats provide about 70 percent to 80 percent of total daily calories, protein about 15 percent to 20 percent, and carbohydrates just around 5 percent.

Related: [Ketogenic Diet for Beginners Made Easy: The Ultimate Guide to "Keto"](#)

What Are Keto Diet Foods?

RELATED ARTICLES CALLOUT WITHIN CONTENT

Engagement

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

1. RELATED ARTICLES - EXAMPLES CONT'D

The bottom line: Before you shop for a Greens supplement, do your homework. From the right balance of nutrient-dense vegetables and superfoods to added mind-body benefits from nootropics and adaptogens, finding the best super Greens powders can complement your wellness goals. Make sure to flag excessive ingredients, look for science-backed data or certifications and confirm there are digestive aids to help you get the most out of a super greens supplement. And while Greens are not intended to replace multivitamins, if you're ready to upgrade from traditional green juice or your morning matcha, a simple-to-scoop green superfood powder—with daily staying power—could be exactly what you've been searching for.

Want to help reduce stress and stay level-headed? Adaptogens like ashwagandha and reishi mushrooms may be the key. Learn about [11 adaptogens that can help with mind-body balance](#).

RELATED ARTICLE
END OF ARTICLE
HYPERLINK

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Perfect Keto

Blog

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Trending Weight Loss Success Stories Keto Nutrition Keto Recipes Supplements Newsletter Podcast

roa products. What people don't realize, however, was that messing with Mother Nature sometimes has consequences. It wasn't until the 1950s that the first concerns about artificially created trans fats arose. During the second half of the 20th century and into the 21st, scientific evidence mounted to show that trans fats in partially hydrogenated oils were probably doing more harm than good.

How Trans Fats Affect Your Health

Sometimes, the hype around a certain ingredient or nutrient is more fanfare than science. But in the case of artificially created trans fats, the research is clear: this type of fat harms your health. Even though trans fats are unsaturated fats (as opposed to [saturated fats](#), which also may come with health risks) they're not considered a healthy fat.

RELATED
ARTICLE
HYPERLINK
KEYWORD

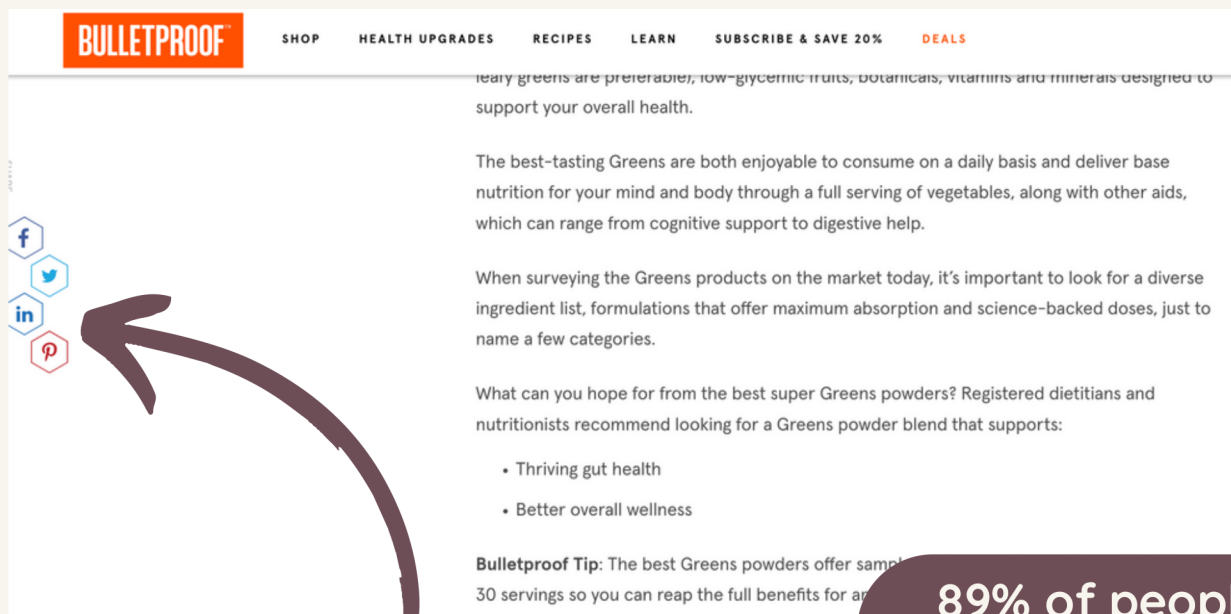
Engagement

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. SOCIAL SHARES

Referrals are the **MOST** likely traffic to convert.

Adding social share buttons lets your readers share valuable content. This leads to higher traffic, plus, people who share are more likely to buy...and so are their friends. Share rates give you valuable data about your content and your audience.



FLOATING SOCIAL SHARE
SIDEBAR HELPS READERS
SHARE AT THE MOMENT
THEY FEEL THE INFO
IS SHAREABLE

89% of people
MOST trust
recommendations
from people
they know

Source: [Nielsen 2021 Trust in Advertising Study](#).

Engagement

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. SOCIAL SHARES - CONT'D

Dr. Axe
Co-Founder of ANCIENT NUTRITION

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Dr. Axe > Nutrition > Diets

Evidence Based

Keto Diet Foods, Including What to Include vs. Avoid

By Dr. Josh Axe, DC, DNM, CN
January 25, 2023

110 4 415

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Audio brought to you by

POPULAR NUTRITION POSTS

ALL TIME THIS WEEK

- 15 Fermented Foods for a Healthy Gut and Overall Health
- 9 Proven Black Seed Oil Benefits that Boost Your Health

FITTING ROOM BRAS UNDERWEAR ACTIVE SLEEP & LOUNGE NEW SALE LEARN KIT UNDERGARMENTS

How to Choose the Right Sports Bra

Workouts should be fun, never uncomfortable. Your best workouts are when you're focused and completely forget about the bra you're wearing. That means wearing a sports bra that supports your boobs just right. You might be thinking, do I need a sports bra? The short answer is yes. We'll tell you why a sports bra can make any activity feel much better, and how to choose the right sports bra for your body.

Marie Mannino
SENIOR COPYWRITER

POSTED
Aug. 15, 2022

SHARE

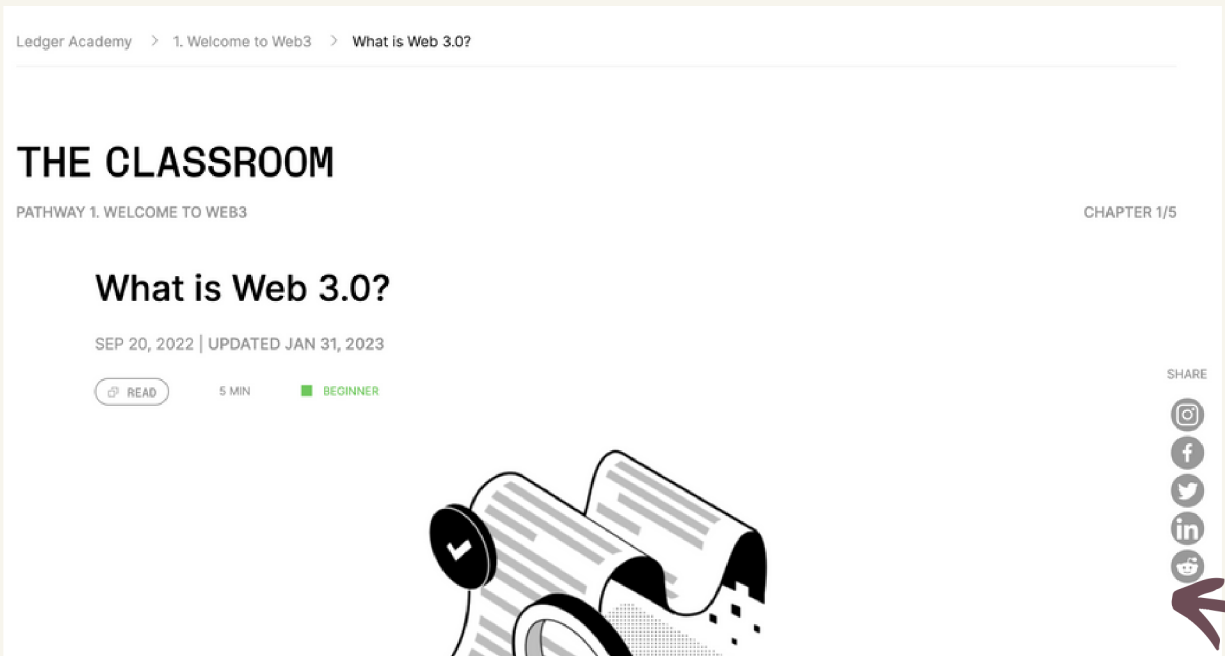
RELATED ARTICLES

SIDEBAR

Engagement

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. SOCIAL SHARES - CONT'D

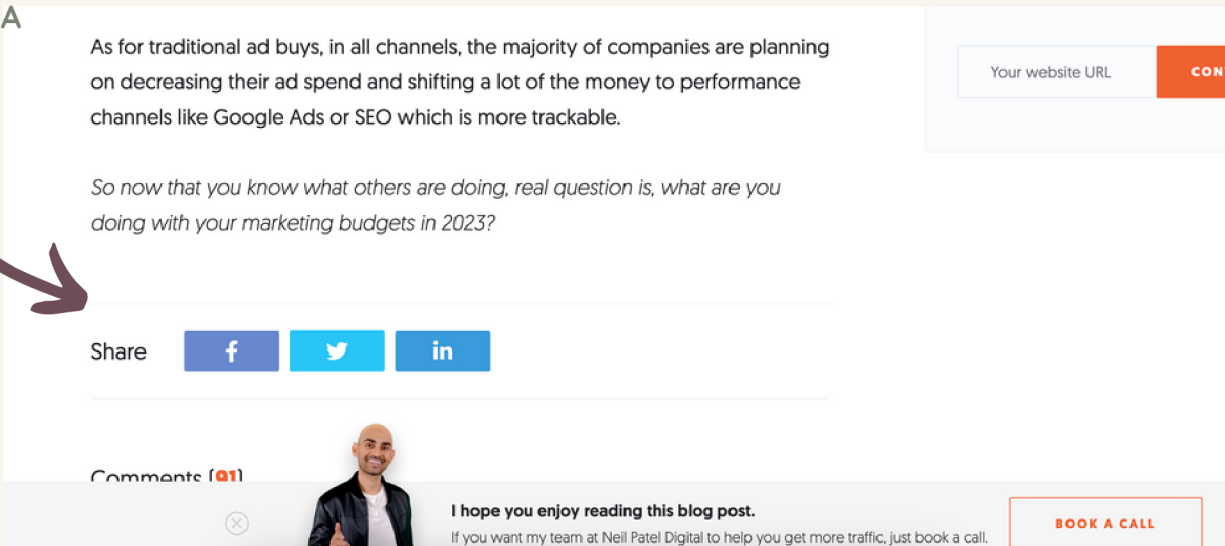


SHARE



SIDEBAR

END OF
ARTICLE CTA



As for traditional ad buys, in all channels, the majority of companies are planning on decreasing their ad spend and shifting a lot of the money to performance channels like Google Ads or SEO which is more trackable.

So now that you know what others are doing, real question is, what are you doing with your marketing budgets in 2023?

Share   

Comments (0)



I hope you enjoy reading this blog post.

If you want my team at Neil Patel Digital to help you get more traffic, just book a call.

BOOK A CALL



Engagement Checklist

Here's your to-do list of items to increase the user engagement on your blog.

Make these changes and watch your audience engage and grow!

- | | Yes | No | Test |
|---|--------------------------|--------------------------|--------------------------|
| 1. Add related articles to sidebar. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Add related articles in article call outs. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Add social share buttons. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

And now, the moment we've all been waiting for...

How do we convert blog traffic when visitors want to buy without turning off the people in research mode?

1. AUTHORITY

A few years ago, I attended a live webinar with Dr. Robert Cialdini, author of Influence and Pre-suasion. He was asked, what's the top way to increase conversions online. His response? Social proof.

Donald Miller, author of Building a StoryBrand calls this demonstrating authority. He advises you to show people you've had success solving their problem.

Why does this work? Demonstrating authority builds trust. You have succeeded yourself. You have helped others like the user succeed. I can trust that you'll get the same results for me.

How to build trust/demonstrate authority on blog posts:

- ▶ Testimonials
- ▶ Share Stats
- ▶ Client Results
- ▶ Verified by Third Party
- ▶ Links to Outside Data

$(S \times E)T = R$
(Strategy x Execution) multiplied by TRUST equals Results.
Stephen Covey, The Speed of Trust

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

1. AUTHORITY - CONT'D

PRETTYLITTER REVIEWS FAQ IN THE NEWS LOG IN GET STARTED

You Have A Cat?

20% + A FREE TOY
Use Code PRETTYBLOG

END OF ARTICLE LIST OF AUTHORITATIVE SOURCES FOR DATA

Sources:

- "Indoor vs. Outdoor Cats: Should You Let Your Kitty Roam?" *Daily Paws*. <https://www.dailypaws.com/cats-kittens/cat-safety-tips/indoor-vs-outdoor-cats>
- "Should You Have an Indoor Cat or an Outdoor Cat?" *Fetch by Web MD* <https://pets.webmd.com/cats/features/should-you-have-an-indoor-cat-or-an-outdoor-cat>
- "Cats: Indoors or Outdoors?" *UC Davis Veterinary Medicine* <https://healthtopics.vetmed.ucdavis.edu/health-topics/feline/cats-indoors-or-outdoors>
- "What Is a Catio?" *Cats Safe at Home* <https://www.catssafeathome.org/catio-info>
- "Cat Vaccinations." *Pet MD* <https://www.petmd.com/cat/wellness/essential-cat-vaccinations>
- "Indoor Cats vs. Outdoor Cats." *American Humane* <https://www.americanhumane.org/fact-sheet/indoor-cat-vs-outdoor-cats/>
- "Why Do Cats Get Vaccinated?" *Pretty Litter*. <https://www.prettylitter.com/blog/why-do-cats-get-vaccinated>

Written by Sharilyn Vera
Sharilyn is a proud cat owner, long time storyteller and researcher. Her work spans beloved podcasts, television shows, media outlets, and independent documentaries. She has a unique balance between education and comedy, which you can hear in all

Perfect Keto Blog Search

ar ▼ Trending Weight Loss Success Stories Keto Nutrition Keto Recipes Supplements Newsletter Podcast

HOW MUCH TRANS FAT CAN I Consume Per Day?

While it's best to keep trans fats out of our diets, especially since the FDA no longer considers them generally safe for consumption, consuming a tiny bit of trans fat won't significantly affect your health. Less than 2 grams of trans fats per day is considered safe (15).

Furthermore, the American Heart Association suggests reducing your intake of foods with partially hydrogenated vegetable oils (16).

IN ARTICLE LIST OF AUTHORITATIVE SOURCES FOR DATA

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

1. AUTHORITY - CONT'D

The Farmer's Dog **Digest** Nutrition Health Training & Behavior Fres

By Jon Zeller | January 15, 2023

A 2022 study found that the vast majority of participating dog owners were not aware of Food and Drug Administration (FDA) guidelines for handling pet food and dishes—and that even those who did know about the protocols didn't necessarily adhere to them.

TEXT HYPERLINKS

Detailed description: This is a screenshot of a blog post header for 'The Farmer's Dog Digest'. The header includes navigation links for 'Nutrition', 'Health', 'Training & Behavior', and 'Fres'. Below the header is a large image of a wooden surface with a white container. The main text of the post begins with the author 'By Jon Zeller | January 15, 2023' and the first paragraph: 'A 2022 study found that the vast majority of participating dog owners were not aware of Food and Drug Administration (FDA) guidelines for handling pet food and dishes—and that even those who did know about the protocols didn't necessarily adhere to them.' A dark purple arrow points from the text 'TEXT HYPERLINKS' to the underlined phrase 'vast majority' in the text.

KISSmetrics
A BLOG ABOUT ANALYTICS, MARKETING AND TESTING

Infographics Marketing Guides Webinars

Google Analytics tells you what's happening. **KISSmetrics** tells you who's doing it.

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Your Email
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FREE WEBINAR:
APRIL 9TH,
1PM EST
10AM PST
DAVE O'BRIEN
FROM
OPTIMAL

The Strategic Approach to Split Testing

Contrary to popular belief, every split test is not a great split test.

The first thing many people do when they plan to run a split test is decide what they're going to test. This is a common "tactical" approach that starts with specifics and can, no doubt, produce wins. But, it also can cause people to accidentally split test useless factors that have no effect on overall conversion rates.

In fact, previous experiments have taught us that more than 71% of self-created "assumption" designed split tests will not increase conversions, and may even reduce conversions.

With such a low margin for randomized success, the overall result of assumption split tests are often small, minor improvements or flaky results that leave people

50
Like
357
Tweet
18
8+1
62
Share

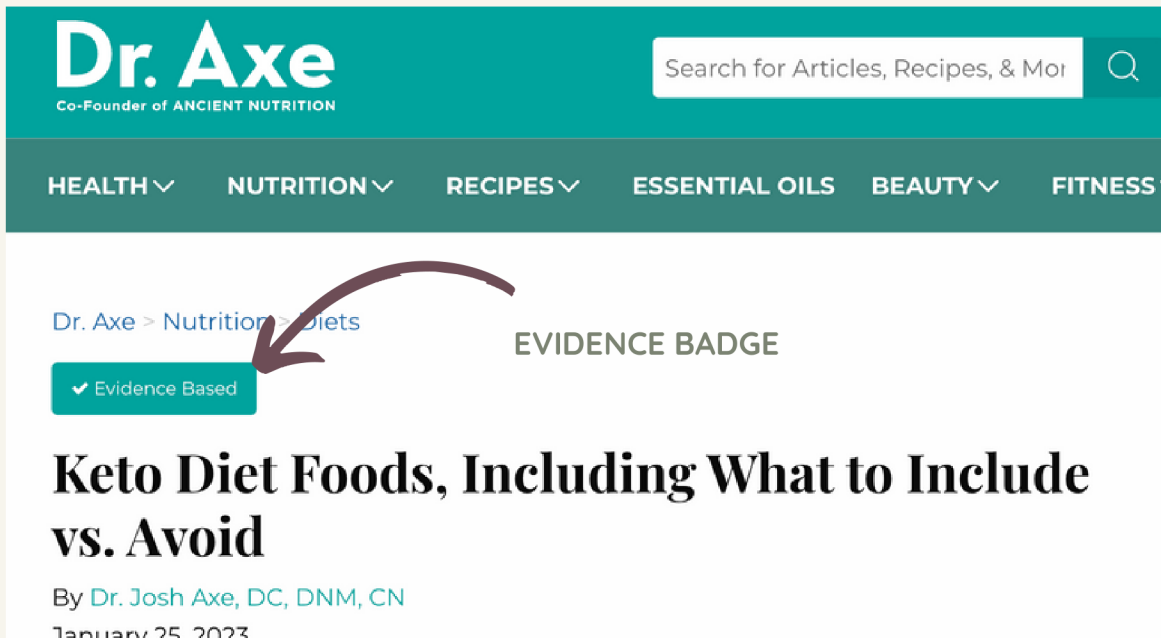
SOCIAL SHARE STATS

Detailed description: This is a screenshot of a blog post on the KISSmetrics website. The header features the KISSmetrics logo and navigation links for 'Infographics', 'Marketing Guides', and 'Webinars'. A banner below the header reads 'Google Analytics tells you what's happening. KISSmetrics tells you who's doing it.' Below the banner is a search bar with the placeholder 'Your Website URL' and a 'LOG IN WITH GOOGLE' button. On the left side, there is a 'FREE EMAIL UPDATES' sign-up form with fields for 'First Name' and 'Your Email', and a 'Join Us' button. Below the form is a 'FREE WEBINAR' announcement for 'APRIL 9TH, 1PM EST 10AM PST' featuring 'DAVE O'BRIEN FROM OPTIMAL'. The main content area is titled 'The Strategic Approach to Split Testing' and contains several paragraphs of text. On the right side of the article, there is a social share widget with a red circle around it, showing 50 likes, 357 tweets, 18 shares, 8+1 shares, and 62 shares. A red arrow points from the 'Join Us' button to the social share widget.

Conversion

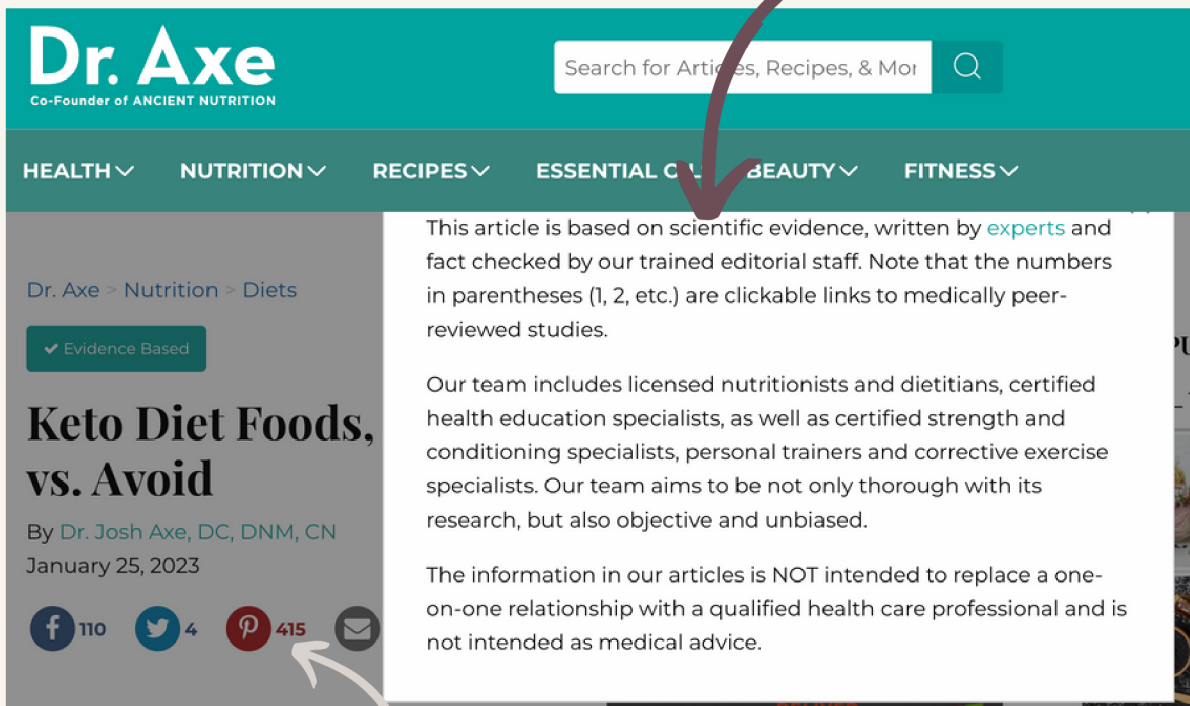
WITH EXAMPLES FROM HIGH PERFORMING BLOGS

1. AUTHORITY - CONT'D



EVIDENCE BADGE

POP-OUT INFO
WHEN CLICKED



SOCIAL SHARE STATS

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

1. AUTHORITY - CONT'D

EVIDENCE BADGE WITH
POP-UP

Blog » Articles » What Are Trans Fats and How Do They Affect Your Health?

Evidence based

What Are Trans Fats and How Do They Affect Your Health?

Medically reviewed by [Dr. Anthony Gustin, DC, MS](#) on April 5, 2022 — Written by [Sarah Garone](#)

Disclaimer

MEDICALLY REVIEWED

CUSTOMER RESULTS

For example: A business and startup blog that I worked with got around 11,000 uniques a month. They had a sidebar CTA promoting an ebook that got a 0.95% a click through rate.

UNIQUE CONVERSIONS VISITORS	CONVERSION RATE CONFIDENCE INTERVAL
21 2,204	0.95% (±0.41)

Ripe for Testing:
Almost no examples of customer testimonials relevant to blog topics. Great opportunity for A/B testing!

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP

I like most people right away. But that doesn't mean I'm ready to tell you my secrets, give you money, or trust you to care for my dog Luna. I need to know you first.

I'm more likely to trust you when my friends say you're great (social proof). But experiences with you open the door for vulnerability from me.



Business works the same.

To gain experiences with your business, customers need regular communication. That builds trust. Ongoing communication can include social posts and emails.

We're calling these CTA examples "calls to relationship" because almost all require a follow, an email or cell phone number - even the calls to SHOP with a discount.

that, like you, dogs are living beings with bodies that are susceptible to bacteria and other agents that might grow in their bowls and eating areas. What... settle on, make an effort to keep their dishes clean.

SOCIAL FOLLOW



By Jon Zeller



2021 email yields highest avg conversion 3%+ vs < 1% in ads or on social media.

Source: [2021 Gartner Marketing Benchmark reports](#)

Conversion

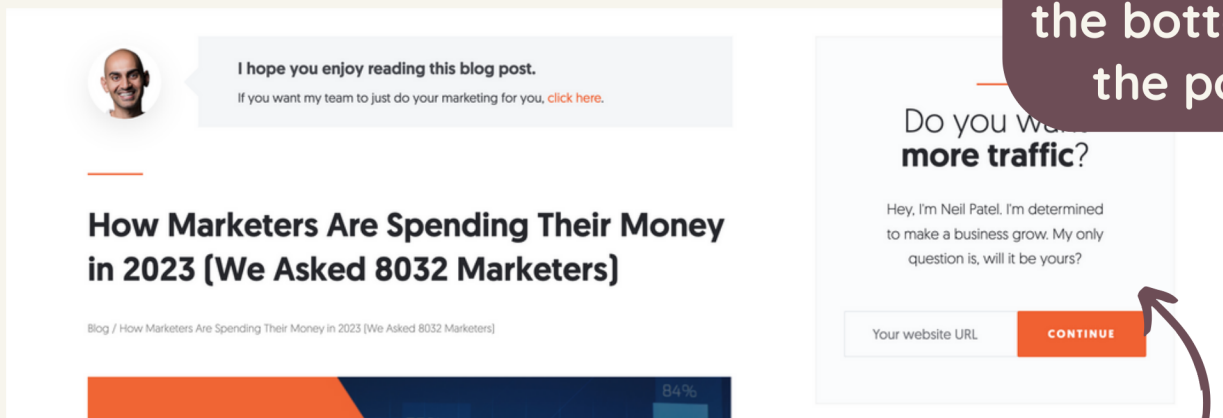
WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP

Let's explore conversion rates in blog layouts. Which placement works best?

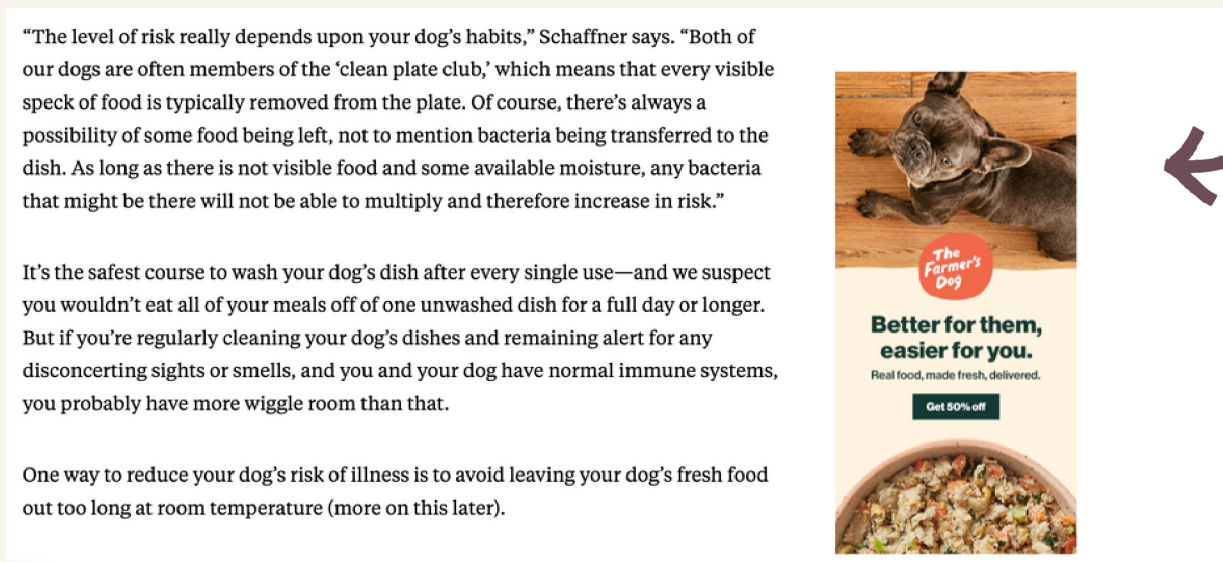
- ▶ **SIDEBAR CTAS** - Grow and Convert estimates conversion rates for sidebar CTAs of 0.5% - 1.5%

Note: Mobile devices move sidebars to the bottom of the post.



Above the Neil Patel blog does a quick analysis and leads to an opt in form.

Below the Farmer's Dog blog offers a discount leading to a quiz and opt-in form.



Conversion

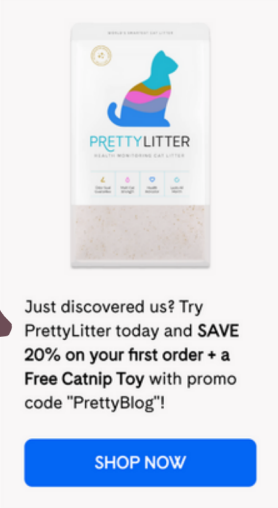

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP

February 3, 2023 | 6 min read

Ways To Transition Your Cat's Food

Written by [Sharilyn Vera](#)



Just discovered us? Try PrettyLitter today and **SAVE 20% on your first order + a Free Catnip Toy** with promo code "PrettyBlog"!

[SHOP NOW](#)

Above Pretty Litter offers a discount on your first purchase + free toy.

Below Manscaped advertises a specific product in the sidebar and below the blog.


smooth, and when your beard grows back, it would be delightfully soft. But, there are two reasons this is a crazy idea. The first is pain. The second is the short-term after-effects of waxing. Your face will be red, splotchy, and probably bloody for at least a day after waxing. Is that what you want?

Benefits of using a beard trimmer

There are tons of reasons to use a beard trimmer to control that manly beard of yours. In the interest of saving time, we'll only mention a few.

For starters, beard trimmers can be the safest way to tame your face. Wax can mess up your money maker. Trimmers minimize damage to your skin and make the process easy.


06.16.21 [Share](#) [f](#) [t](#) [p](#)



Beardsy move.

THE BEARD HEDGER[®] PRO KIT

[Shop now](#)



MANSCAPED

Beardsy move.

THE BEARD HEDGER[®] PRO KIT

Luxury Beard Grooming Kit

[Shop now](#)

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

- ▶ **Sidebar CTA Conclusion:** Sidebar CTAs are among the lowest conversion rates for blogs.

Sidebar CTAs asking for an email address always offered something of high value (e.g. ebook, analysis, quiz vs join the newsletter).

The sidebar disappears on mobile devices (likely one reason it doesn't perform as well as other options).

IF a sidebar is used, we suggest **limiting** it to 1 call to action like floating social shares or a first-time-buyer discount to join the email list.

The highest performing sidebar CTA banners are relevant to the topic of the blog post. Keep the offer relevant to the information.

Generic "join newsletter" CTAs do NOT convert.

This guy may be right...BUT differentiating conversion rates on desktop vs mobile would be a better way to find out for certain. Blog sidebars definitely die on mobile.

Blog Sidebars Are Dead: 310% Better Conversion Rate Without A Sidebar

The blog sidebar is dead. Here's how my calls to action performed 310% better (often more) without a sidebar versus with one. Goodbye sidebar.



Hubspot found inline anchor text offers converted 121% higher than sidebars in 2021. They used their 10,000+ blog posts to compile the data. However, they've updated the info for 2022 without the fun data.

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

- ▶ **Inline CTA** - Estimates say higher than 1.5% conversion rates. The numbers increase to double digits if they're highly relevant to the article:
Same call to action, different location = higher conversion rates.

Stats are debated, anecdotal or outdated but most sources agree inline calls to action perform "higher" than sidebars.

Gathering examples, the shift from sidebars to inline offers on high conversion blogs is clear.

Still, since trans fats increase a person's risk of heart disease — especially in those with diabetes. So, despite limited evidence, it's best to stay away from hydrogenated oils.

ADD MORE DELICIOUSNESS TO YOUR INBOX

Subscribe to get simple, easy, and insanely delicious new keto recipes every week.

VALUE-PACKED
EMAIL OFFER
INLINE CALL OUT BOX
WITH FORM

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

superfood powder—with daily staying power—could be exactly what you've been searching for.

Want to help reduce stress and stay level-headed? Adaptogens like ashwagandha and reishi mushrooms may be the key. Learn about [11 adaptogens that can help with mind-body balance](#).

JOIN THE BULLETPROOF REVOLUTION

Sign up for early access to sales, product launches, the latest Bulletproof news and more!

This article has been updated with new content.

EARLY ACCESS
INLINE CALL OUT BOX
WITH FORM

Watch on YouTube

Want an eBook and notes on how to build content upgrades like us (along with 13 content upgrades)? [Click here to get it.](#)

WHY YOU'RE GIVING UP LOADS OF EMAILS BY IGNORING

INLINE TEXT HIGHLY
RELEVANT CTA IN
CALL OUT BOX
CONVERSION RATE: 11.1%
SOURCE: [SUMO.COM](#)

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

Along with dedicated CTAs for each blog post we create, we also create featured resources for certain topics we believe have high conversion potential. For instance, in this [Ebook Format](#) blog post, we created a special featured resource, 18 Free Ebook Formatting & Creation Templates:

Here, we'll cover best practices for both of these topics – and explain how [HubSpot's Ebook Templates](#) can help you achieve your marketing team's lead generation goals.

[Featured Resource: 18 Free Ebook Formatting & Creation Templates](#)



[Download Free Ebook Templates](#)

VISUAL WITH
PLAIN TEXT
ANCHOR LINK

VISUAL WITH
STANDOUT
CTA BOX &
BUTTON

Whenever we create a piece of gated content, we always follow the seven steps above, and we're consistently rewarded with an increase in leads from our blog.



Featured Resource
Free Content Marketing Planning Templates
Content Mapping, SWOT Analysis, Editorial Calendar, Content Timeline, and more templates to help you plan your content.

[Download for Free](#)

Topics: [Calls to Action](#)

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

If you want to see my emails that worked best (including the one that sold the \$49 product) so you can steal my subject line style, grab this...

Non-Sucky Subject Lines
My 33 Most-Opened Emails,
Plus 4 That Tanked...

****With TEMPLATES To Make Your Own!****

INLINE HEADLINE
WITH
BUTTON CTA



Download The Non-Sucky Subject Lines

So why is email so great for lazy, inconsistent creative

WHO SHOULD USE PASTE?

Anyone can use paste. Men with thinner hair that doesn't hold styles well will benefit from the high hold and flexibility that paste provides. It can be used on its own or with other texturizing products like Sea Salt Spray to add even more volume. Men with thicker hair can benefit from adding a small dab of paste to help keep hair from getting overly poofy.

SIMPLE INLINE
BUTTON CTA



SHOP BEARDBRAND STYLING PASTE

CLAY

Inline CTAs perform better than sidebar CTAs.

- keep them relevant to the content
- offer high value
- test visuals, buttons, font size, colors, and language

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

- **Pop-ups** - Grow and Convert estimates conversion rates for pop-up CTAs on blog posts to range between 1% - 8%:

Pop-ups might feel annoying, but they have the highest opt-in rates.

How do you make opt-in rates even higher? OptiMonk took their top 10% performing pop-ups and gave us some answers.*

- Make them relevant to post content
- Offer seasonal discounts 11% conversion (vs a discount that's always available - 7% conversion), including a countdown timer can lead to **14% conversion rates**
- Make them a game - spinning a wheel to get your discount can lead to **13% conversion rates**
- Ask for feedback - **13% conversion rates**
- Make them fullscreen - **14% conversion rates**

*these pop-up conversion rates from OptiMonk were site-wide vs just on the blog, so blog conversions will be lower.

SPIN THE
WHEEL
GAMIFYING
THE OFFER

REVIEWS FAQ IN

PRETTYLITTER

Spin the Wheel
WIN A PRIZE

We're not kitten :)

Email Address

SUBMIT

No thank you

h the blog

Choose Cat

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

► Pop-ups

DISCOUNT OFFER

A screenshot of the Perfect Keto website. At the top, there's a navigation bar with 'Perfect Keto' and 'Blog' links, and a search bar. Below the navigation, there's a main content area. A white popup is overlaid on the right side of the page. The popup has a close button (X) in the top right corner. The text inside the popup reads: 'Perfect Keto', 'Get 15% Off Your Order', 'Sign up for texts to get your exclusive discount code.', and a form with a 'Phone Number' input field and a 'GET 15% OFF' button. Below the button, it says 'I'll pay full price'. To the left of the popup, there's an image of various Perfect Keto products including 'Daily Electrolytes', 'Keto Nootropic', 'Perfect Keto Choco Cereals', and 'Keto Electrolytes'. A purple arrow points from the text 'DISCOUNT OFFER' to the popup.

A screenshot of a website showing a dark grey reminder bar at the bottom. On the left side of the bar, there's a white button with a close button (X) and the text 'GET 15% OFF'. A purple arrow points from the text 'REMINDER BAR BOTTOM LEFT AFTER POPUP CLOSE' to this button. To the right of the button, there's text that reads 'Health improvements' and 'Performing exercises all boil down to becoming healthy achieve body aesthetics and physical fitness. But you a'.

REMINDER BAR BOTTOM LEFT AFTER POPUP CLOSE

EXIT INTENT

A screenshot of a website with an exit intent popup. The popup is yellow and has a close button (X) in the top right corner. The text inside the popup reads: 'Before you go!', 'Get 20% Off', and 'Sign up for texts to get your exclusive discount code.'. Below the text, there's a form with a 'Phone Number' input field and a 'GET 20% OFF' button. To the left of the popup, there's text that reads 'Appetite control' and 'The keto diet requ... food cravings due... hormones...'. Below that, there's text that reads 'Rapid mu...' and 'Another good rea...'. A purple arrow points from the text 'EXIT INTENT' to the popup.

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

► Pop-ups

DISCOUNT
OFFER +
"EXCLUSIVE
OFFERS AND
CONTENT"

• Fruits and vegetables: A dozen fruits and veggies made the cut based on the Environmental Working Group's 2021 list. We went the organic route with a few veggies.

SAVE ON YOUR FIRST ORDER

UNLOCK 15% OFF

Plus get access to exclusive offers and content.

Email

SIGN UP

peptidase. Two of those enzymes—glucoamylase and alpha-galactosidase—help your body break down plant fibers.†

REMINDER BAR
IN BOTTOM LEFT
AFTER POP-UP
CLOSE

Formulated to h
alpha-galactosic
peptidase. Two c
break down plan

- **Vitamins and m**
key vitamins and
health and stor

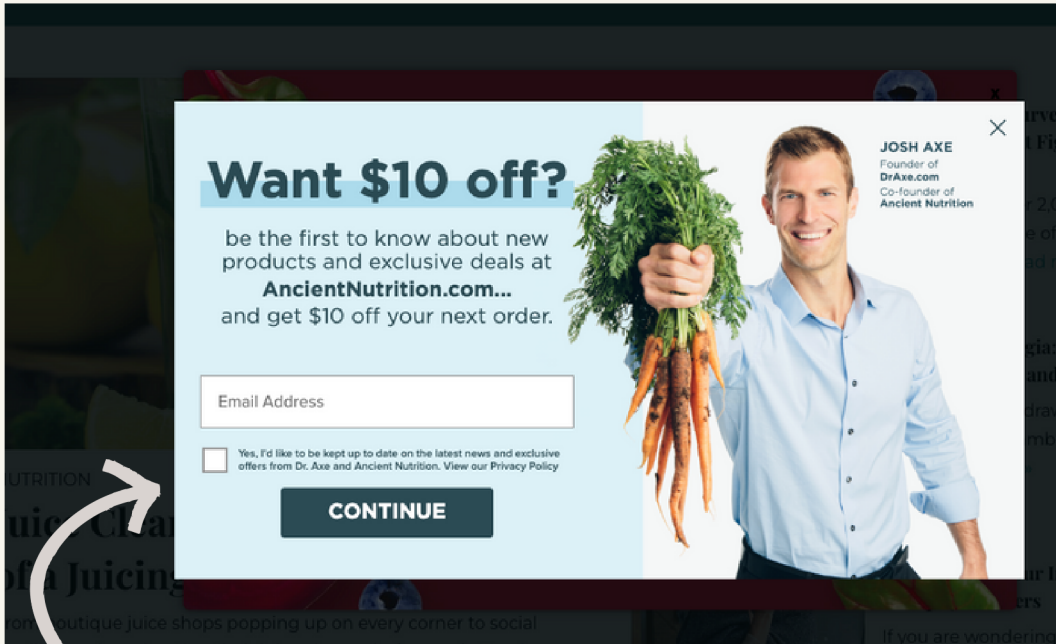
GET 15% OFF

Conversion

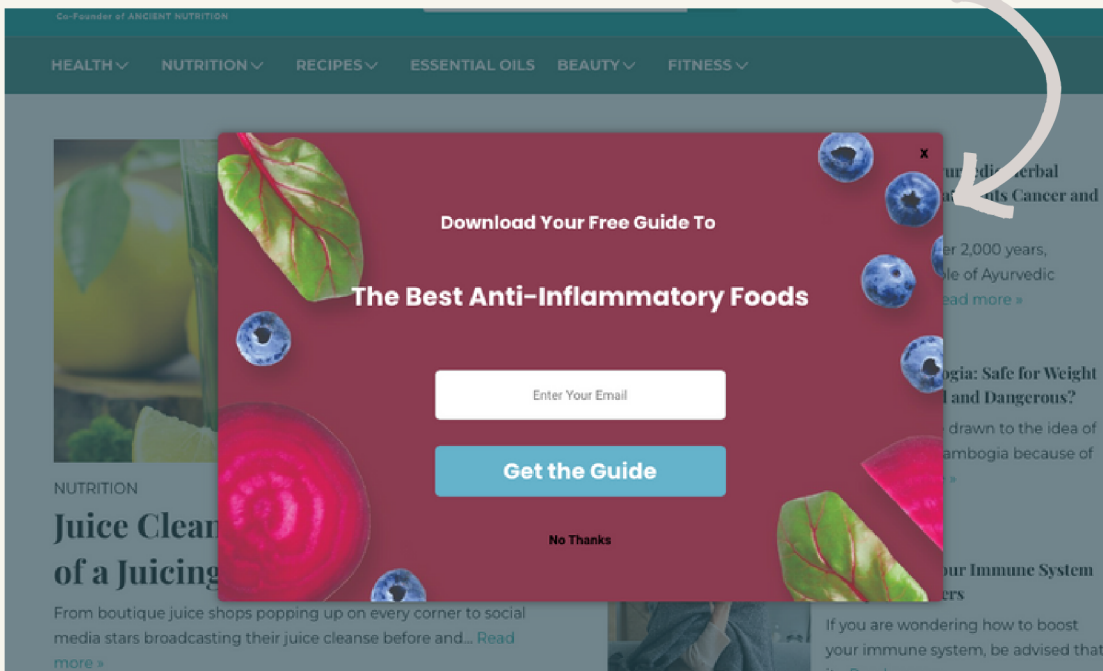
WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

► Pop-ups



DR. AXE USES A DOUBLE POP-UP
DISCOUNT OFFER FIRST, THEN THE FREE GUIDE AFTER DISCOUNT POPUP CLOSED



Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS


2. CALL TO RELATIONSHIP - CONT'D

► Pop-ups

Want More SEO Traffic?

Answer 5 quick questions and I will give you a step-by-step **7-week action plan** showing you exactly what you need to do to get more traffic.

What is the URL of your website?

 We analyze your website to identify SEO errors, keyword opportunities, and competition.

FULL PAGE POP-UPS ON NEIL PATEL'S AND MIKE MICHALOWICZ' ARTICLES

Make your journey simple with immediate access to Mike's FREE entrepreneurial tools:

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

- ▶ **Top Banners & Sticky Footers** - Grow and Convert estimates conversion rates for banner & footer CTAs between 1% - 5%:

Top banners and footers convert more on mobile than pop-ups. Plus, they're a great reminder if someone closed a pop-up.

TOP
BANNER
DISCOUNT
OFFER

The screenshot shows a mobile website layout. At the top, a white banner with a dark border contains the text "Get free shipping on all subscription orders + save 20%" and an orange "SHOP NOW" button with a close icon. Below the banner is a navigation bar with a hamburger menu icon, a magnifying glass icon, the "BULLETPROOF" logo, a user profile icon, and a shopping cart icon. The main content area features a breadcrumb trail: "HOME / SUPPLEMENTS / AMINOS & ENZYMES" and the date "JANUARY 31, 2023". The article title is "WHAT IS SERRAPEPTASE? WHAT TO KNOW BEFORE TRYING IT" by Spencer Brooks, reviewed by Emily Gonzalez, ND. Below the title is a photograph of various pills and capsules in a golden spoon. At the bottom of the article is a section titled "Article at a Glance:" with two bullet points. The footer contains social sharing icons for Facebook, Twitter, LinkedIn, and Pinterest.


Get free shipping on all subscription orders + save 20% **SHOP NOW** ✕

☰ 🔍 **BULLETPROOF** 👤 🛒

HOME / SUPPLEMENTS / AMINOS & ENZYMES
JANUARY 31, 2023

WHAT IS SERRAPEPTASE? WHAT TO KNOW BEFORE TRYING IT

By **Spencer Brooks**
Reviewed by **Emily Gonzalez, ND** for Scientific Accuracy



Article at a Glance:

- Serrapeptase is a proteolytic enzyme originally isolated from bacteria in silkworms.
- Proteolytic enzymes help break down proteins into amino

f 🐦 in p

SOCIAL SHARE
FOOTER

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

▶ Top Banners & Sticky Footers

ROTATING TOP BANNER CTA



(What the heck is a SmartPoint?)

It's no wonder we feel like we can't lose weight sustainably (or keep it off).

But the beautiful truth is: **you totally can.**

And it doesn't have to be a constant struggle.

Keto Kickstart is a doctor-developed, step-by-step program that teaches you how to:

- 🔥 Start losing weight (and keep it off for good)
- 🍲 Cook satisfying, delicious, and simple low-carb meals like a pro
- 🏠 Dine out and travel without undoing your hard work
- 💪 Workout to lose fat
- 🙌 Manage stress, a devious weight loss saboteur
- 😴 Enjoy better sleep (critical for optimal weight loss)

Skipping 101

Get to grips with the classic fitness move with our expert-led primer complete with a few modern twists

Words: Tom Ward

Think skipping is just for those creepy twins from *The Simpsons*? Think again. As expert PT [Farren Morgan](#) explains, it offers an all-round workout anyone can enjoy.

Grab a rope, and let's get stuck in.



Maybe your goal is to lose that COVID 15.
GET 15% OFF your weight.

DISCOUNT
 REMINDER
 BADGE

believe you shouldn't have

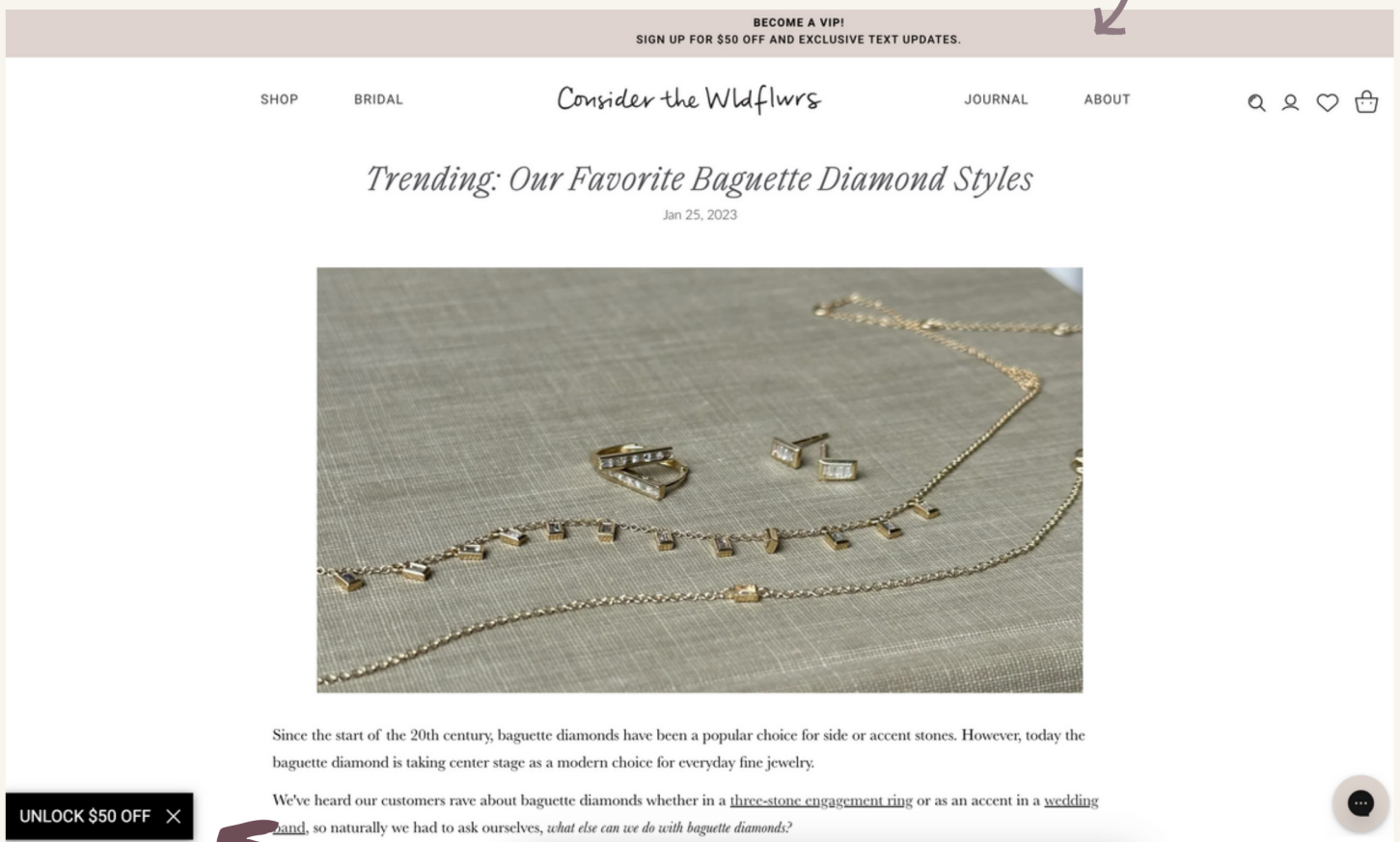
Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

2. CALL TO RELATIONSHIP - CONT'D

► Top Banners & Sticky Footers

SCROLLING TOP
BANNER CTA



STICKY FOOTER
DISCOUNT REMINDER BADGE

Conversion

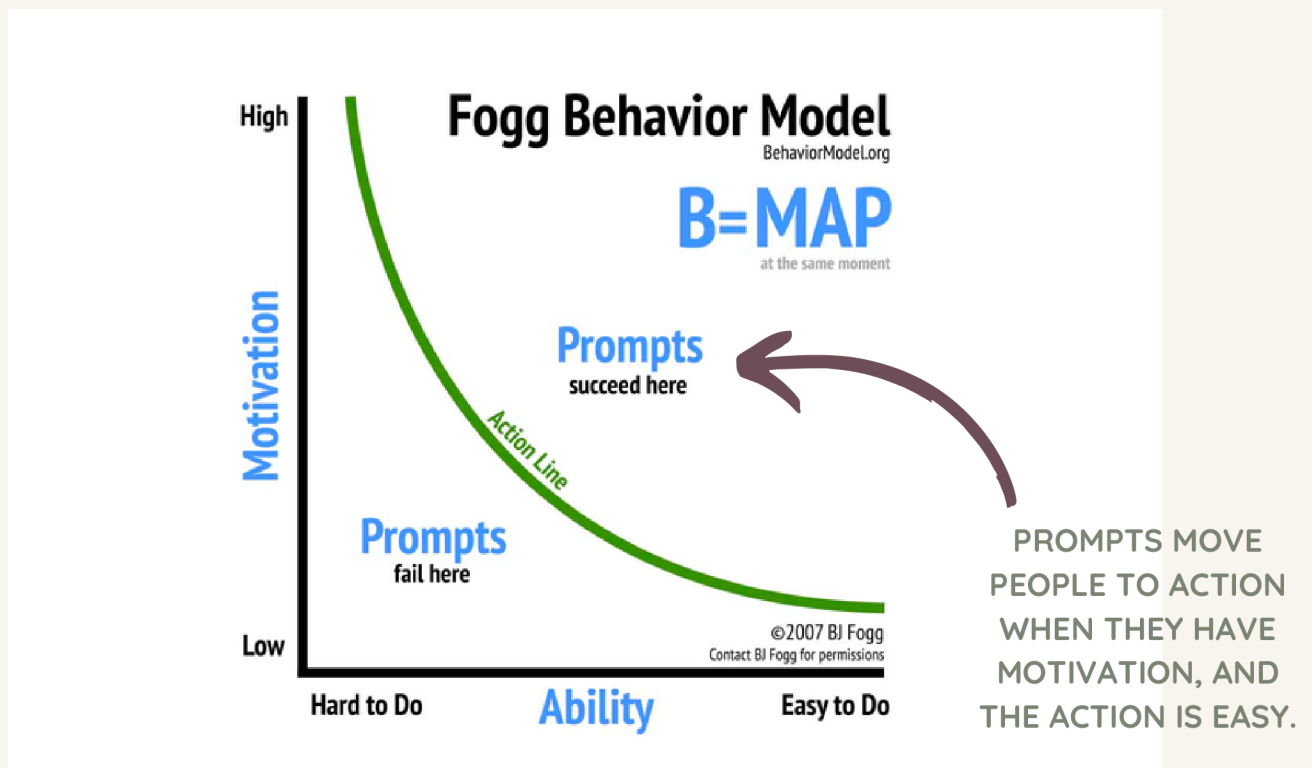
WITH EXAMPLES FROM HIGH PERFORMING BLOGS

3. CALL TO BUY

While the majority of blog audiences seek information, a small percentage is ready to buy or will be ready to buy once they have the information they need.

In order to convert readers to buyers, it's important to keep the option to purchase **available, familiar and within reach**. That's why we suggest a sticky menu with a Buy Now button CTA.

However, behavior research shows, we can make it easier for someone to move to action if we give them a prompt. (See behavior scientist [Dr. BJ Fogg's behavior model](#) below.)



Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

3. CALL TO BUY - CONT'D

► Inline Content Relevant Product Offer

The most successful conversions happen when we prompt a reader to buy a product that is relevant to the content topic, at "the right time."

In blogs, that means, they learn information that makes them motivated to take action. And then we prompt them to take action.

Most pastes are water-based, which makes washing them easy to rinse out, and they won't clump (which makes it easier to restyle your hair during the day). Add a splash of water, and you're ready to restyle your flow. If you choose a paste that's thicker than others, rubbing it between your palms will soften it and make it easier to distribute it evenly through your hair.

Beardbrand makes a softer Styling Paste that is easy to work to work into your hair. It gives a free-flowing, natural look while providing a medium hold and satin-like finish. And the best part? You can also use it on your beard to help control flyaways and keep your beard style on point.

WHO SHOULD USE PASTE?

Anyone can use paste. Men with thinner hair that doesn't hold styles well will benefit from the high hold and flexibility that paste provides. It can be used on its own or with other texturizing products like Sea Salt Spray to add even more volume. Men with thicker hair can benefit from adding a small dab of paste to help keep hair from getting overly poofy.

SIMPLE BUTTON
INLINE PRODUCT
OFFER CTA

SHOP BEARDBRAND STYLING PASTE

A Brafton case study revealed using buttons as CTAs in blog content increased revenue by 83%.

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

3. CALL TO BUY - CONT'D

Vitamins and minerals are essential micronutrients. Vitamins serve a variety of roles in the body, whether it is cellular energy production or cardiovascular and bone strengthening. Vitamin K2 is a type of vitamin K that complements the natural vitamin K1 coming from plants to support heart and cardiovascular health. Minerals also aid the body's biological processes and make up much of the skeletal structure in the body. Calcium can also bind with oxalates in the digestive tract to reduce their absorption.

Vitamins and minerals to look for: Vitamin A, vitamin K2 and calcium citrate and B vitamins

BULLETPROOF GUMMY VITAMINS

Product Name	Count	Original Price	Discounted Price
TURMERIC GUMMIES	60	\$24.95	\$21.21
VITAMINS A+D+K GUMMIES	60	\$24.95	-
IMMUNE GUMMIES	60	\$24.95	\$21.21
SLEEP GUMMIES	60	\$24.95	-

INLINE, CONTENT
SPECIFIC
PRODUCT CAROUSEL

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

3. CALL TO BUY - CONT'D



At ThirdLove, we have three lines of [sports bras](#) that range from low to medium to high impact. Our Muse Sports Bras are low impact, super stretchy, and buttery soft for those fluid movements in yoga or for your favorite long walks. Our Flex Sports Bras are made for medium impact such as Zumba or spin. And our [Kinetic Impact Sports Bra](#) is your go-to for high-impact workouts like plyometrics or circuit training. Think lock down from the top down with high impact.

How do I know [my sports bra fits perfectly?](#)

SIMPLE TEXT
HYPERLINK TO
PRODUCTS WHEN
REFERENCED

Conversion

WITH EXAMPLES FROM HIGH PERFORMING BLOGS

3. CALL TO BUY - CONT'D

Crop Preserver™ is the perfect ball deodorant. While it does live up to its name and helps avoid the nose-curdling smells of swamp crotch, it does a lot for your general nether health too. Crop Preserver is meant to reduce friction and chaffing, and it helps you maintain healthy levels of moisture between the legs. If you're too sweaty, you'll get byproducts on your skin that make a smooth, safe shave impossible. If you're to try, the razor will disagree with the roughened skin. Crop Preserver helps you find the Goldilocks zone.



SINGLE, CONTENT
RELEVANT,
PRODUCT OFFER

>>Buy Crop Preserver<<




Conversion Checklist

Here's your checklist of possible items to increase the conversion of your blog content pages.

Add them one-at-a-time or do them all. Then watch your conversion rate grow!

	Yes	No	Test
1. Add external sources with links.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Add social shares with stats.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Add evidence badges.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Add customer results and/or testimonials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Add social follow CTA at end of blog.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Use sidebar CTA.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Add inline value offer CTA.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Add popup.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Add top banner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Add sticky footer badge.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Add one CTA to buy to sticky menu.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Add topic relevant inline product(s) offer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



High Converting Blog Conclusion

Whew! You made it to the end. Here's what we've learned about converting blog traffic.

Blog traffic is less likely to convert than overall website traffic. To increase conversions, we can incorporate the following:

- ▶ Make the user experience the priority. What do they want and when do they want it?
- ▶ Prioritize what actions you want your user to take.
- ▶ Don't confuse your audience by adding too many prompts. Limit your "marketing efforts" to your action priorities.
- ▶ Keep calls to action relevant to the content you're providing.
- ▶ Place calls-to-action where users are most likely to find them useful. Timing is everything.
- ▶ Use familiarity to make the action a "no-brainer" (e.g. buttons).
- ▶ Increase trust with social proof and other authority.
- ▶ Offer information gatherers a way to stay connected with you, and then build consistent relationship with them.
- ▶ Don't overspend time and money on testing if the math doesn't give you an ROI. (Conversion rates are small in terms of percentages. You need high volume for testing to payoff.)
- ▶ Pop-ups work! If you want higher conversions, take advantage of this simple tool.
- ▶ Pick one high-converting action in this guide and implement it. The best results come from taking action.

EXAMPLE HIGH CONVERSION BLOG SITES:

→ [BEARDBRAND](#)

→ [BAYMARD](#)

→ [PRETTY LITTER](#)

→ [HUEL](#)

→ [FARMER'S DOG](#)

→ [NEIL PATEL](#)

→ [TOM'S](#)

→ [TALKING SHRIMP](#)

→ [MIKE MICHALOWICZ](#)

→ [PERFECT KETO](#)

→ [BULLETPROOF](#)

→ [THIRDLOVE](#)

→ [LEDGER ACADEMY](#)

→ [DR AXE](#)

→ [MANSCAPED](#)

→ [BLOG MARKETING ACADEMY](#)

→ [NATCHEZ](#)

Data Sources

[Pagefly](#)

[Blog Marketing Academy](#)

[Quicksprout](#)

[Xoombi](#)

[Sumo](#)

[Hubspot](#)

[Grow and Convert](#)

[Protocol80](#)

[Growth Rock](#)

[OptiMonk](#)

[Backlinko](#)

[Gartner](#)

[Kissmetrics](#)

[Brafton](#)

[Online Influence](#)

[Fogg Behavioral Model](#)

[Affiliatz](#)

Need Help Updating Your Blog Layout?

Now that you know how to increase conversions on your blog, it's time to take action.

Schedule a FREE consult to get help updating your blog layout to increase your conversions today.

[SCHEDULE NOW](#)

[Or find more FREE resources at connecttocrative.com](https://connecttocrative.com)

[creative]