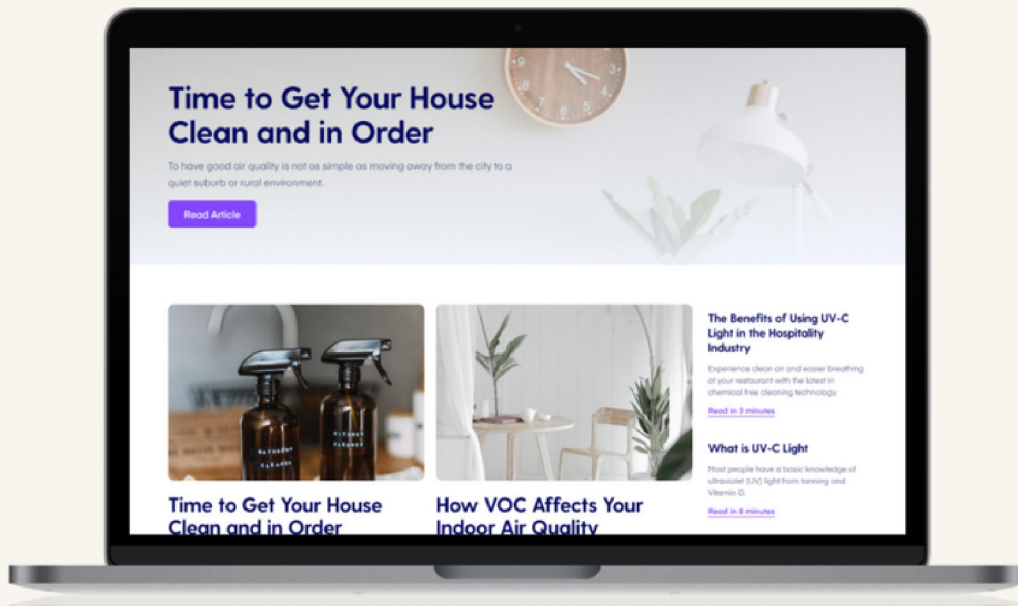


The Snackable Anatomy of a High Converting Blog



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](#).



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?

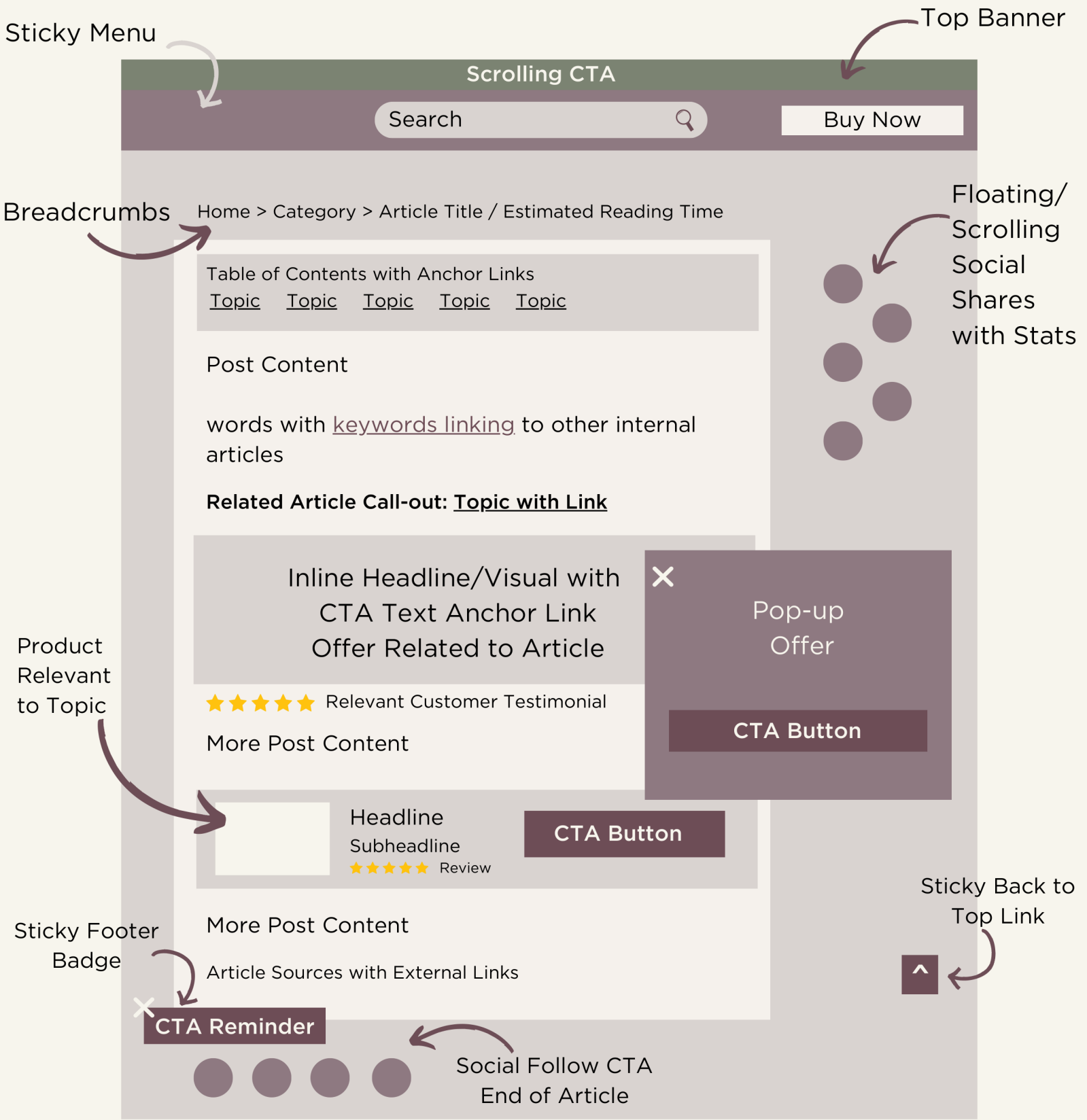
CONVERSION

- ▶ 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 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 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 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 conversions 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

Here's what we've learned about converting blog traffic into buyers.

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)

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