

SaaS Blog Design Checklist

Use this checklist to guide your design process and optimize your blog for conversions!

1. Header Menu Optimization:

- ☐ **Simplify the Header:** Keep the header fairly simple with only the most crucial links (e.g., Pricing, Who We Serve, How It Works).
- ☐ **Strategic Medium-Intent CTA:** Replace high-intent CTAs (like "Free Trial" or "Demo") with a medium-intent option that aligns better with blog reader intent (e.g., watch an explainer video).
- ☐ **Consider Dynamic CTAs:** Explore the possibility of changing the header CTA based on user behavior (e.g., showing a trial CTA after the explainer video).

2. Blog Post Date Display:

- ☐ **Implement "Last Updated" Annotation:** Show the date the post was last updated, in addition to or instead of the original publication date. Consider using plugins like "WP Last Modified Info" to automate this.

3. Sidebar Menu Strategy:

- ☐ **Declutter the Sidebar:** Remove excessive links and information that could overwhelm readers (e.g., too many social icons, category lists, etc.).
- ☐ **Email and Main CTA (Right Sidebar):** Include only an email signup form and a single, clear CTA for the next step in your marketing funnel (e.g., download a whitepaper, schedule a demo).
- ☐ **Incorporate a Table of Contents (Left Sidebar):** For longer, in-depth content, add a table of contents on the left side to improve navigation and engagement.

4. Blog Content Optimization:

4.1 Introductions:

- ☐ **Early Product Mention:** Introduce your product as a solution to the pain point discussed within the first few paragraphs.
- ☐ **Link to Product/Use Case Pages:** Include contextual links to relevant product feature pages and use case pages.

4.2 Body Content:

- ☐ **Email-Only CTA for Gated Offer:** The CTA for the gated offer should only ask for an email address.

- **Placement:** Make it stand out with a banner, or text with a CSS highlight box around it
- **Pain Point Relevancy:** Ensure the content is relevant to the user's pain point.
- ☐ **Contextual Links to Related Articles:** Embed links to relevant related articles within the body of your content where it naturally fits.
- ☐ **Consider Automation (if possible):** Explore CMS plugins (like IntellyWP for WordPress) or features in your platform (like HubSpot's related posts) to automate the display of related articles.

4.3 Link to Related Content

- ☐ **Add Contextual Related Links:** Use a plugin like [IntellyWP](#) to add relevant internal links.

4.4 Conclusions:

- ☐ **Outline why your product is the next best step:** Instead of just writing “sign up for a demo/free trial” explain how the blog post is a “do it yourself manually” solution whereas signing up will help you get the desired end result in less time.

5. Footer Menu Strategy:

- **Include Three CTA Options:** Include the demo/free trial offer first, and then a free resource and share option.
- **CTA Design:** Make the design stand out from the rest of the post.
- **CTA Copy:** Use the pro without a con” framework for the copy of each CTA.