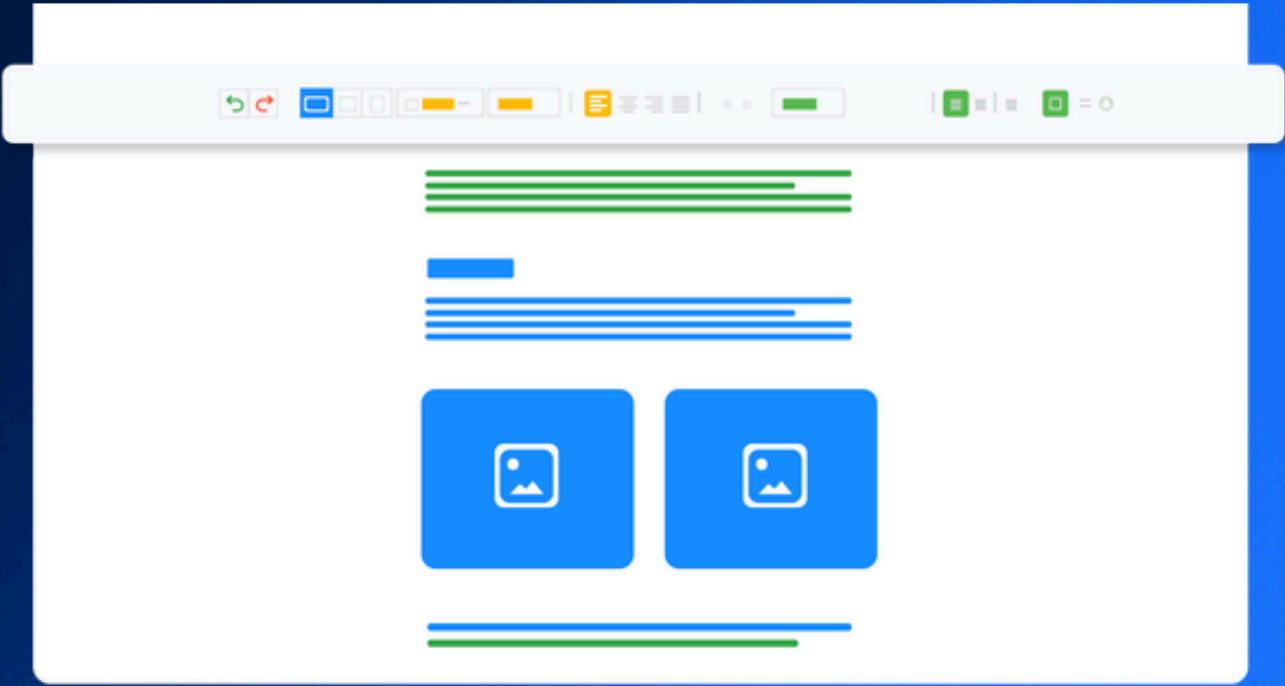


REFERENCE GUIDE

Blogs

Your blog from first post to analytics



Blog Sites and Setup

What It Is

A blog site is a container with its own name, web address, and posts. You find it by searching for Blogs, and you can run more than one. Creating one takes a short form.

How It Works For Your Business

- Search for Blogs to see the blog list. Each row is one blog site.
- Click Create new Blog and fill in the blog name, domain, URL slug, and description.
- On your root domain, a slug like /blog gives abc.com/blog. A subdomain gives blog.abc.com and needs no slug.
- If no domain is connected yet, skip it. The blog still saves and you can add one later.
- Pick a list layout, toggle card items like Image and Tags, then save.

Blog Sites and Setup – Tips & Guidelines

Tips

- Use a name that tells visitors what is inside, not Blog 1.
- Keep the slug short and lowercase. One word is perfect.
- Write a one or two sentence description, since search engines read it.
- Look for the settings gear on the blog list for authors and RSS.

DO

- Choose a clear blog name
- Keep the slug short
- Fill in the description
- Try the layout previews

DON'T

- Name it Blog 1
- Use spaces in a slug
- Wait for a domain to start
- Skip the card settings

Writing in the Post Editor

What It Is

The post editor is where you write, with a title field, a writing area, and a toolbar. It works like a word processor, and you can add links, images, audio, and video.

How It Works For Your Business

- Open a blog and click New Post, then type a clear title.
- Write in the main area and use the toolbar for bold, headings, and lists.
- Turn on the Auto-Save toggle in the upper right so work saves as you type.
- Highlight words, click the chain icon, paste an address, and click Add Link.
- Use the image, headphones, and video icons to add media from your Media Library or a YouTube link.

Writing in the Post Editor – Tips & Guidelines

Tips

- Write the way you talk, then clean it up with the toolbar.
- Keep paragraphs short since they read best online.
- Reuse images from the Media Library instead of pasting new ones.
- Content AI and Image AI may depend on your plan or credits.

DO

- Turn on Auto-Save
- Use short paragraphs
- Add a few good links
- Save from time to time

DON'T

- Close the tab without saving
- Write one giant block
- Add a dozen random links
- Assume AI tools show for you

Categories, Authors and Cover Images

What It Is

These settings sit on the publish settings page. Categories sort posts by topic, authors put a name behind the words, and the cover image is the post's main picture with alt text.

How It Works For Your Business

- Click Save and Continue (or Continue on an existing post) to reach the publish settings page.
- Open the Category dropdown to pick one, or look for a way to create a new one.
- Add keywords that match what readers might search.
- Pick an author. Build full profiles from the blog settings gear, Author tab, Add new author.
- Upload a cover image under Cover Image and type a short alt text.

Categories, Authors and Cover Images – Tips & Guidelines

Tips

- Three to six broad categories is plenty for most blogs.
- Set category, keywords, author, and slug before publishing.
- Use a wide cover image with the subject in the middle.
- Add authors first so they are ready to pick on any post.

DO

- Keep categories broad
- Add a bio and photo
- Write plain alt text
- Set these before publishing

DON'T

- Make a category per post
- Leave the byline blank
- Skip the alt text
- Assume you can edit later

Draft, Publish and Schedule

What It Is

The Status selector on the publish settings page decides what happens to a post. Draft keeps it private, Publish makes it live now, and Schedule queues it for a date and time.

How It Works For Your Business

- On the publish settings page, find the Status selector.
- Draft saves the post privately so you can finish later.
- Publish makes it visible right away. Look for a date option if you need one.
- Schedule asks for a date and a time with hour, minute, and AM or PM.
- The button in the upper right changes to match your choice.

Draft, Publish and Schedule – Tips & Guidelines

Tips

- Choose Draft when you are unsure. Nobody can see it.
- Check AM and PM twice when scheduling.
- Write several posts at once and schedule them for different days.
- Glance at the post list weekly to see what is live and waiting.

DO

- Use Draft while writing
- Schedule in batches
- Check the time of day
- Read the post list statuses

DON'T

- Publish by accident
- Mix up AM and PM
- Forget to check the list
- Use Delete when you mean Archive

SEO and Canonical Links

What It Is

The SEO section on the publish page controls how a post shows in search results. It covers the post title, description, URL slug, cover image alt text, and an optional canonical link.

How It Works For Your Business

- Open the SEO section on the publish settings page.
- Fill in the Post Title and Description, and check the search preview.
- Keep the URL slug short and made of words people would search.
- Use the Canonical Link field when the same article also lives on another address.
- Look for the option to add your blog sitemap so search engines can find your posts.

SEO and Canonical Links – Tips & Guidelines

Tips

- Write the description like a short invitation to click.
- Put the main idea of the post near the front of the title.
- Always fill in cover image alt text.
- Only use a canonical link when the article truly lives elsewhere too.

DO

- Fill in every SEO field
- Check the search preview
- Keep slugs short
- Add the blog sitemap

DON'T

- Copy the same title everywhere
- Stuff in keywords
- Set a wrong canonical link
- Leave alt text empty

Designing the Blog Layout

What It Is

Edit Site opens a drag-and-drop builder for the whole blog. It controls how visitors browse, search, and find posts, using elements from the Elements panel and optional templates.

How It Works For Your Business

- Search for Blogs, open your blog, and click Edit Site.
- Open the Elements panel and drag in items like Category Navigation.
- Turn on blog search so visitors can look for topics.
- Add a Hero or Featured Post section to highlight a post.
- Look for the Blog Template Library for ready-made designs, then save and publish.

Designing the Blog Layout – Tips & Guidelines

Tips

- Design in Edit Site and write in the post editor.
- Add category navigation once you have a few categories.
- Preview the layout on mobile as well as desktop.
- Start from a template if you do not want a blank page.

DO

- Use category navigation
- Turn on blog search
- Feature one post
- Save and publish changes

DON'T

- Edit design in the post editor
- Crowd the page
- Forget mobile view
- Leave without saving

Importing Blog Posts

What It Is

If you already have articles elsewhere, you can bring them in. On a blog's post list, look for New Post and the option to import from a URL, or the bulk import with a CSV file.

How It Works For Your Business

- Open the post list for your blog and click New Post to find the import options.
- For a URL import, enter your homepage URL and a recent post URL, and choose the platform.
- Follow the Map Contents step and look for green checkmarks.
- Select the posts you want and click Import Selected.
- Use the bulk CSV option if you have many posts and a file in the required format.

Importing Blog Posts – Tips & Guidelines

Tips

- Do a small test import first.
- Check the imported posts for broken images and formatting.
- Confirm whether imported posts arrive as drafts or published.
- Fix categories and authors after the import.

DO

- Test with a few posts
- Review every imported post
- Check images and links
- Set categories and authors

DON'T

- Import everything blindly
- Skip the Map Contents step
- Publish without reading
- Ignore the CSV format

RSS Feeds and Subscriptions

What It Is

An RSS feed turns your newest posts into a web address other tools can read. You can use that address in email campaigns or social posting, and set up a Subscribe to Blog option for readers.

How It Works For Your Business

- Search for Blogs, click the settings gear, and find the RSS section.
- Click Add RSS Feed and give the feed a name.
- Choose the blog, how many posts to include, and whether to show full content.
- Generate the feed URL and copy it.
- Paste the URL where it is needed, like an email campaign or social posting automation.

RSS Feeds and Subscriptions – Tips & Guidelines

Tips

- Name feeds so you can tell them apart.
- Choose a post count that fits how you will use it.
- Test the feed URL in your email or social tool.
- Look for the Subscribe to Blog setup to let readers follow.

DO

- Name each feed clearly
- Test the feed URL
- Limit the post count
- Set up Subscribe to Blog

DON'T

- Share an untested URL
- Include too many posts
- Forget which blog it uses
- Assume every tool reads it

Analytics and Restoring Posts

What It Is

The Analytics area for blogs shows how your posts perform. Separately, there is a way to restore deleted posts, which is why you should be careful with Delete and prefer Archive.

How It Works For Your Business

- Search for Blogs and open Analytics to see page views and published posts.
- Use the date range and blog site selectors to narrow what you see.
- Look at Top Performing Posts and Post Visits by Category.
- Check Link Clicks, Author Links Clicked, and Device Breakdown.
- If a post is deleted by mistake, look for the option to restore deleted posts.

Analytics and Restoring Posts – Tips & Guidelines

Tips

- Check analytics on a regular day each month.
- Use the device breakdown to decide what to preview.
- Compare categories to see which topics get visits.
- Prefer Archive to Delete when you may want the post back.

DO

- Pick a date range
- Check top posts
- Look at device data
- Archive instead of delete

DON'T

- Judge by one day
- Ignore the device split
- Delete in a hurry
- Assume restores are forever

Key Terms Glossary

Blog site

A container with its own name, address, and posts.

Post list

Every article in a blog, with its status.

Edit Site

The drag-and-drop editor for your blog's layout.

Card

One post's box on the blog list.

URL slug

The last part of a web address, like /blog.

Auto-Save

Saves your work as you type.

Category

A topic bucket that groups posts.

Alt text

A short picture description for screen readers and search.

Status

Draft, Scheduled, or Published.

Canonical link

Points search engines to the original address of an article.

Sitemap

A list of pages that helps search engines find your posts.

RSS feed

A web address that shares your newest posts with other tools.

Getting Help

Your software changes over time, so a button, tab, or label may look a little different from what you see here. If something does not match, check the in-app help for Blogs or look for the option with the closest name.