SIDE BAR CHECKLIST

BIG CLEAN 2016 - DAY NINE

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WHAT SHOULD YOU INCLUDE IN YOUR SIDE BAR?

- ✓ Social media links - This one is a no brainer really, Link to the social media accounts you use regularly so that your readers can follow along and interact with you directly.
- ✓ Search bar - A search bar is often forgotten but it really helps readers find what they're looking for. I've also heard PRs say if they can't do a search for relevant posts to whatever topic they want covered they'll just move on to another blog.
- ✓ Bio - Even if you have a separate 'About Me' page, a short bio with a picture can be a great way to introduce your blog to new readers.
- ✓ Subscription opt in - Getting people to subscribe to your blog is one important way of ensuring they'll come back so make it easy for them with an obvious sign up box.
- ✓ Highlighted content - Images with links to a few posts you'd like to point your readers to will boost their views.
- ✓ Some ads - They're an import source of income but don't have too many.

WHAT TO AVOID

- ✗ Too many badges for linkies, networks or other blogs - think about moving them to your footer.
- ✗ Rankings and awards - if you have more than one or two think about a stand alone page to showcase them.