Creating a Blog on Pagecloud

Set up site wide Headers & Footers to link your blog posts to your website.

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A blog is a great way to engage your users with relevant content and drive organic traffic to your website. We recommend creating a blog to always keep your website active and growing.

Here are some examples of what you can create with your blog!

- Newsletters
- Product updates
- How to guides
- Expert interviews
- Case studies
- and more!

You can get started with a blog and manage your posts from inside your dashboard. Here's how to get started!

Creating Your First Post

1. Log in to your Pagecloud account and select the Project you're working on.
2. In the Left Toolbar in your Dashboard, Click Blog.
3. You can choose to write your first post, or import a blog.
4. Click Write Post to enter the blog editor and start writing your blog post!

Blog Indexing Page

When you're ready to publish your first post, you can do so from the post dashboard or from inside the editor.

To publish your first blog post, you must ensure that your website is live.

Publishing your first post will automatically create your blog indexing page. Your blog indexing page is /blog page will display a list of all your blog posts, and automatically update as you continue to post new blogs.

Check out this article on creating a custom blog listing page.

Style Your Blog Theme

You can set colors, fonts, sizing and spacing to be consistent across all your blog posts. Your blog theme gives you th freedom to match your blog styles with the rest of your website.

1. Navigate to "blog" in the left toolbar in your website dashboard
2. Click "theme" to start styling your blog theme!

Set Your Colors

You can set your background, text, and accent colors for your blog. Use the shuffle button to see different color pallets!

Your accent colors will appear on links and quote blocks.

Choose Your Font Pairing

You can choose from several pre-loaded font pairings to match the aesthetic of your website. You can also choose a custom font combination.

To add new fonts to your website and blog, click manage fonts to head to your font dashboard.

Size and Spacing

Use the sliding dial to set your text and heading size, and line spacing.

Your Heading scale sets the size of your headings in comparison to your body text.

Using the Blog Editor

The Pagecloud blog editor is a focused editor, making it easy to write your content and add visual assets. The blog editor allows you to write your post, add images or other media, optimize your post for search, and style your content.

Writing Blog Post in Focused Editor

1. To begin writing a post type a title in the "Enter title" area. Your title will automatically become the URL of the post (you can change the URL in the post settings)
2. Selecting "Enter post content" or press return to begin writing the post content.
3. Click "Save" to save your work.

You can click the shimmer to use AI to help write your blog posts!

Adjust Content Styling

1. Select a word, or a whole text block to activate the style editor.
2. With the style editor appearing, select the style to apply.
3. Click "Save" to save style changes.

Style includes: Bold Text, Italic Text, Link Text, Heading 2, Heading 3, Unordered List and Quotes.

Add Images, Video, or Embed Codes to Blog Post

1. While on a new line in the blog editor, Click the + button on the left.
2. This will open up a module to choose the media to add to your post.
3. Select the media and click "Add" to have it appear in your blog post.
4. Click "Save" to save your post.

Delete an image, video or embed code by selecting it and pressing the delete key.

Post Settings and SEO

Your post settings and SEO allow you to configure how your display your posts through categories and tags, as well as setting an author and feature images, and optimizing your blog posts for SEO to increase your organic traffic. Click the post settings in the left toolbar of your blog editor to access settings and SEO.

Post Settings

Changing a Post's Author

1. Click the "Settings" tab in Post Settings.
2. Click "Change Author" to view all available authors.
3. Select "Create a New Author" to add a new author for the post.

Add Categories and Tags

Categories and tags allow you to organize your blog posts so your users can easily filter by subject matter. Categories and tags also allow you to filter your Blog Widgets to display different blog posts.

SEO

Setting a "Featured" Image

A featured image appears in a link preview on social platforms such as Facebook, Linkedin, Twitter, etc. The feature image will also appear on your blog index page for that post.

1. Click the "SEO" tab in Post Settings in the left toolbar.
2. Click "Upload Image" under the Featured Image section.

3. Click "Save" to save the post.

Set a Post Link

A post link will auto populate based on your blog post title. But you can change it to whatever you want! Make sure your post link doesn't use and special characters.

Page Title and Description

A page title and description is what will appear in search results. Make sure your title and description gives the user an immediate understanding of what your post is about. You can include keywords to help get you found in search results.

Keyword Research

Pagecloud has an integration with Semrush keyword research that allows you to search for keywords to add to your blog post. Sign up for a Semrush account to connect to this integration.

Publish a Blog Post

1. Open the blog post editor for a blog post.
2. Click "Publish" in the lower right of the page.
3. Click "Save" to save the post in a published state.

Schedule a Blog Post

1. From your Site Dashboard, Select "Posts" in the site tab bar to access the Post

Dashboard.

2. Click the dropdown icon to the right side of a blog post.

3. Click "Schedule" to open up the scheduler.

4. Select a date and time in the scheduler calendar.

5. Click "Schedule Post" to confirm the date and time the post will be published live.

Using the Blog Widget on Your Website Pages

You can add a list of your blog posts to any of your site pages. To learn more, check out our How to add a list of blog posts to your page.