Add a blog to your online store

Enhance your online store by incorporating blog content, which can be utilized to inform your customers about business updates and product offerings. Blog entries play a pivotal role in directing traffic to your website through various channels:

- Enhance the Search Engine Optimization (SEO) of your store.

- Empower you to narrate stories that effectively convert visitors into customers.

- Amplify customer engagement and interaction levels.

> ### GROW YOUR SALES
>
> Learn more ↗ about how blogging can help you grow your business. Or get inspired for your own blog by checking out the WebSell blog ↗ .

So, how do you create a blog on your WebSell webstore? Let's find out!

To start creating blog pages, follow these steps:

1. Log in to your WebStore Manager.

2. Go to **Design & Content** > **Content**.

3. Click the **Blog** tab.

Creating a blog category

- Your blog can be a simple list of articles or you can categorize your articles into blog categories.

- Behind the scenes blog categories and blog articles are the same except for the fact that articles can belong to blog categories.

- This allows you to group similar blog articles together.

To create a blog category, do the following:

1. Click **Add new page.**

New Page Properties

Page Type: Blog Category

Category Name: Pet blog

Disqus Shortname:

Show as a Tab: ☑

2. Choose **Blog Category** as the page type.

3. Name your category.

4. Enter the **Disqus shortname**, this will allow your shoppers to comment on your blog articles; to enable it, you need to create a Disqus account.

5. Tick **Show as a Tab** to add a new link to the tab bar at the top of your store.

6. When you click **Save**, the editor will allow you to add an introductory text to the category. This will be displayed at the top of the category page before the article listing.
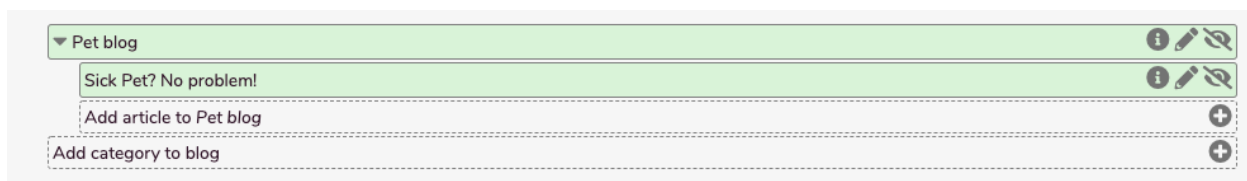
Creating a blog page

To create a blog page, do the following:

1. Click **Add new page.**

2. Choose **Blog Article** as the page type.

3. Select the **Blog Category,** you will need to create a category before creating an article.

4. Name your blog page.

5. Enter the author's name and email address.

6. Tick **Show as a Tab** to add a new link to the tab bar at the top of your store.

7. Tick **Allow Comments** to let shoppers reply to blog articles.

Organising blog articles and categories

- The Blog Manager gives a quick overview of your store blog.

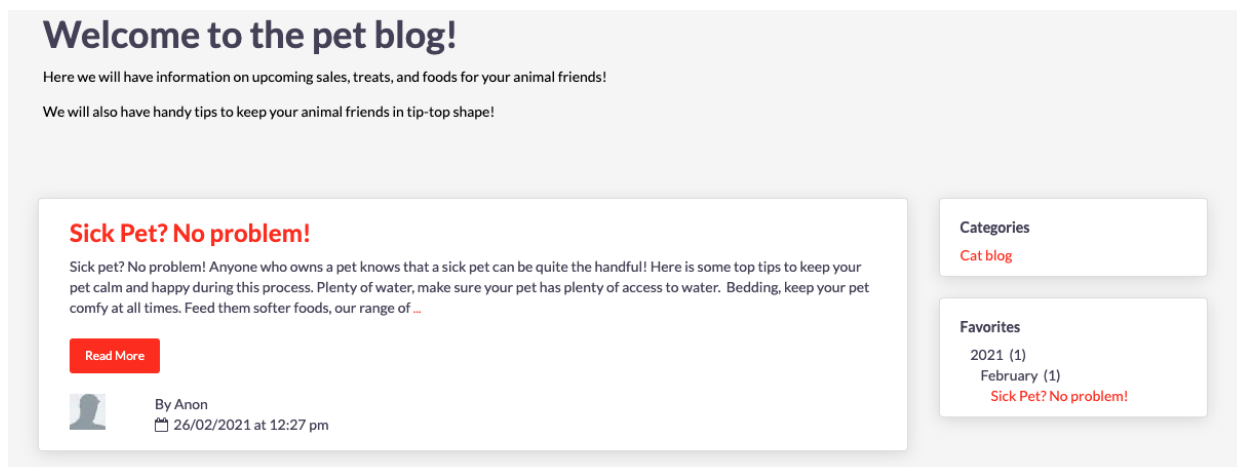| ▼ Pet blog	ⓘ ✏ ⊘
Sick Pet? No problem!	ⓘ ✏ ⊘
Add article to Pet blog	⊕
Add category to blog	⊕

- You can change the names of articles by clicking the article title.

- You can edit articles by clicking the pencil icon.

- Articles that are currently live are shaded green, you can change this by clicking the eye icon.

- You can move articles between categories using drag and drop.
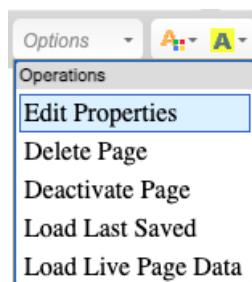
Interacting with blog articles

- Once your blog is up and running, your blog should look something like this:

- Shoppers can look through the available categories and articles.

- If you ticked the **Show as a Tab** checkbox, shoppers can comment on these articles.

Page content management

- Go to Page Content, click on the one you want to modify and the editor will open up so you can modify your text.

- If you want to change the properties — enable/disable comments, change the author email, change the blog category, or enable/disable a tab link — or even delete the article/category, you can do it from the dropdown on the right-hand-side of the editor's menu bar (highlighted in the image above).

Edit Page Properties

Category: Cat blog

Article Title: Sick Pet? No problem!

Author Name: Anon

Author Email: niamh.moore@nitrosell.net

Published Date: 26   Feb   2021 @ 12

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Show as a Tab: ☑

Allow Comments: ☑

SEO Attributes (Optional)

URL:

Page Title:

META Description:

META Keywords:

FAQs

Q. Explain how to find the blog posts that were created as extra tabs on the home page and how do you delete these?

- A: If you go to the content management page you can now see a blog tab. In there you can edit or show/ hide blog articles. To delete them you need to go to the blog tab, click the article you wish to edit(delete) and on the edit page, remove the article using the drop down menu.

Q. Is it possible move photos around within the article? I'm able to input them, but I'm not able to resize them or move them once they are in the article.

- A: Click the image and select **Image Properties** or double click on the image.
- Change the size, alignment, alternative text.

Image Properties

Input an image URL, or you can drag and drop into the page to upload your image.

URL

https://cdn.powered-by-nitrosell.com/store_ima

Alternative Text

custom image

Width

Height

Alignment

○ None ○ Left ○ Center ○ Right

☐ Captioned image

Cancel ✕   OK ▶