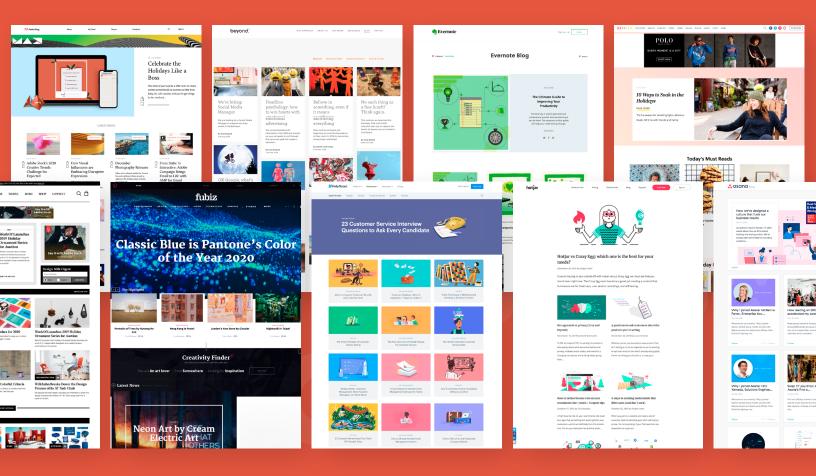
BLOG DESIGNS TO DIE FOR



BLULFADZ

The appearance and aesthetics of a blog design have a direct impact on performance.

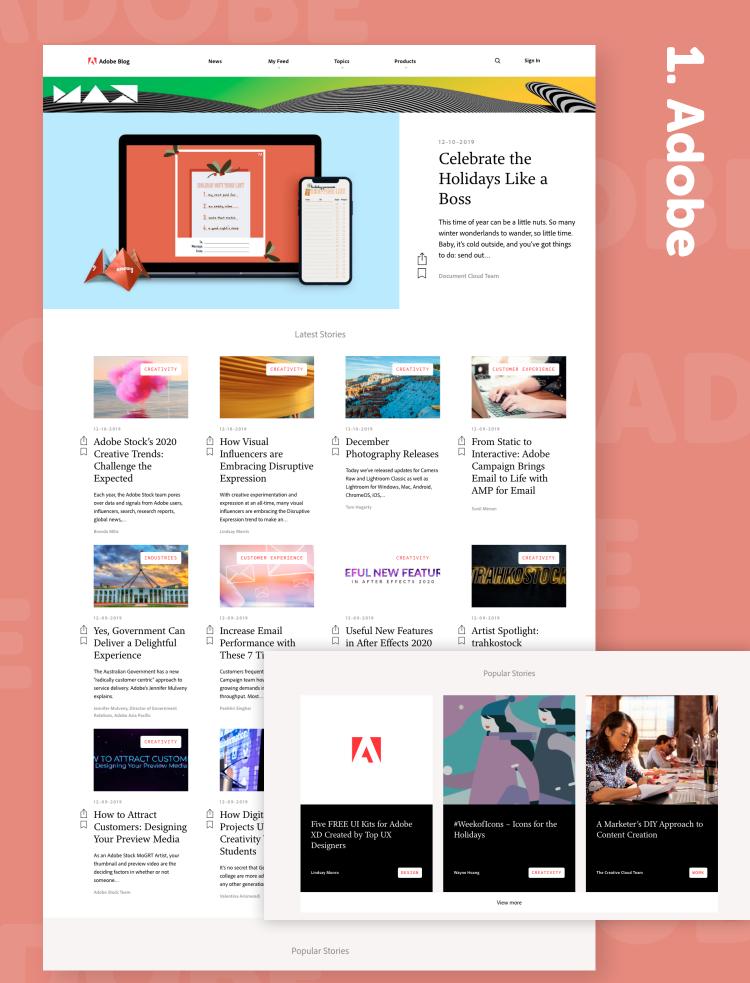
If your layout is visually unappealing, you run the risk of pushing readers away. In fact, <u>38 percent of visitors</u> stop engaging with sites that don't look good.

Your blog design is not just about looks either. It impacts the entire user experience, including how people consume your messaging, how they feel and their sentiment toward your brand, and how they navigate throughout your website.

Obviously, these considerations are all important because they directly impact the big-picture goal of your content marketing efforts – attracting quality traffic and converting readers into qualified leads.

Ready to get started on building an awesome blog design? Here are 30 of the best blog designs that can spark your inspiration.

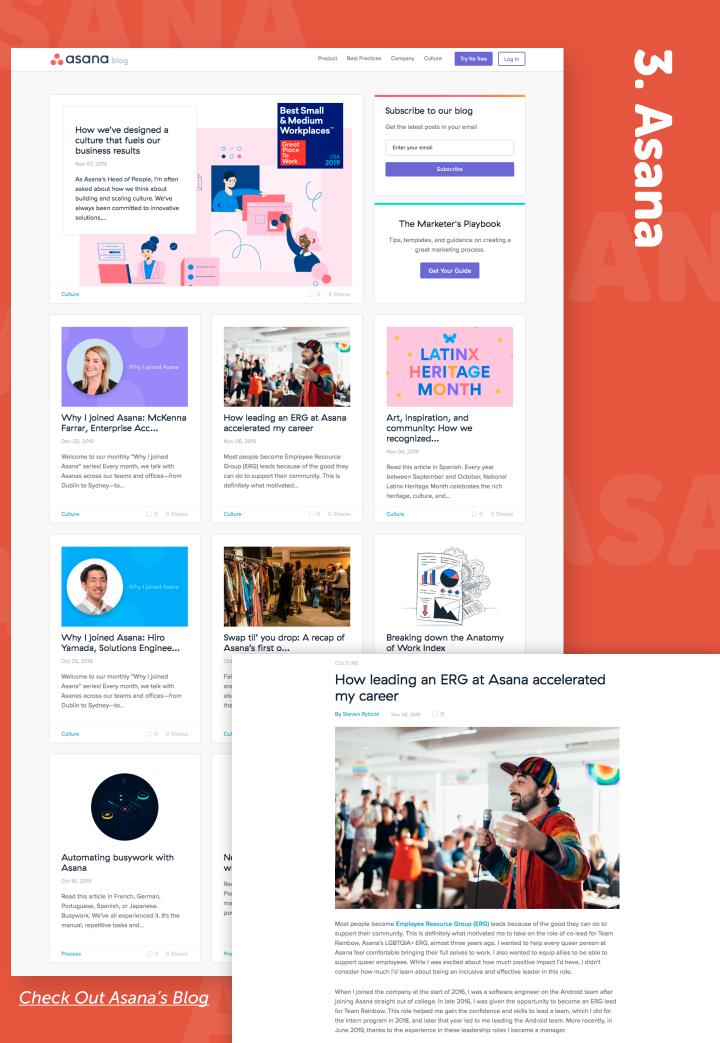




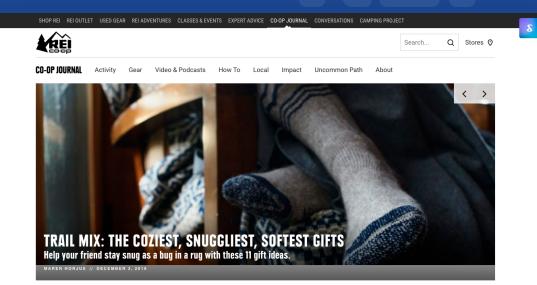
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I don't think I would have been able to take on any of these roles without my experiences as an ERG



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JAY INSLE // DECEMBER 10, 2019 In this op-ed, Washington Gov. Jay Inslee explains that the chance of losing our greatest natural places must motivate us to act. READ MORE...



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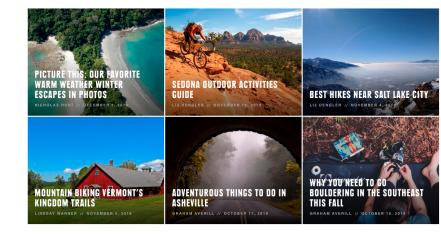


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An Introduction to Emotional Marketing

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The 4 Types of Business Blogs (with Examples)

Different blog strategies lead to different outcomes, so we've broken things down. Which type of blog is right for your goals?





The Salted Stone Summer Reading List: 6 Recommendations from Our Team

Autumn is officially here, but summer reading is still on our minds!

HANNAH JOHNSON



Salted Stone's Hottest Takes from INBOUND '19

We're back from HubSpot INBOUND '19 and ready to share our hottest takes about parental leave, conversational marketing, multi-touch attribution, and more.



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5 Tips for Businesses Vetting Marketing Agencies



ADAM ZABINSKY Blog Article | 5 min read | May 17, 2019

For many businesses, researching marketing agencies is not much fun. It tends to inspire the same sort of anxiety that emerges when the average person goes to a new auto mechanic for the first time. In each case, you're at a disadvantage because you have to trust an "expert" to deal fairly with you.

There are countless stories of businesses feeling like they were fleeced by a marketing agency that knew "exactly what to do". This toxic environment can erode trust so much that shopping for a marketing agency shifts from exciting to anxiety-inducing.



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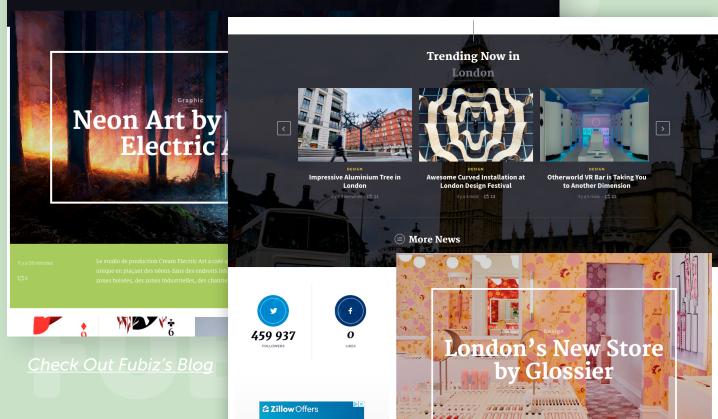
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By Emily Glassberg Sands, Head of Data Science, Coursera Today marks the release of the inaugural Coursera Global Skills Index (GSI), an in-depth look at skill trends and performance around the world, made possible by ...read more

Al career er 11, 2019

"Coursera is a great resource for honing my skills. Anyone who wants self-paced learning would easily fall in love with these courses." – Bharathan M.

Machine Learning Intern at Laxmi Al

Bharathan is a senior in the Bachelor of Engineering program at the Maharaja Savajirao University of Baroda and recently shared how he was able to use what he learned on Coursera to land a Machine Learning internship. In his own words, he describes how he used his passion for computer science to launch a career in the Artificial Intelligence field

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Get ready to launch a career in IT Support with Google and CompTIA

The Google IT Support Professional Certificate has been helping learners launch new careers in IT since it launched two years ago. Now, there are even more ways to show employers that you have the skills needed for entry-level IT support roles. Google recently teamed up with CompTIA, a nonprofit trade organization that's widely recognized in...





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Taking instructional design to the next level wember 15, 2019

This past August, Suprita earned the Instructional Design MasterTrack™ Certificate from the University of Illinois Urbana-Champaign. Prior to completing the program, she was a self-taught instructional designer in India who created content for corporate training programs on subjects like time management and organizational skills. Honing my expertise As a self-taught instructional designer, I was fortunate...

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New roles in product, marketing, sales, and other functions will complement growth in our engineering team By Richard Wong, SVP of

Engineering In the six short months since we

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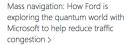
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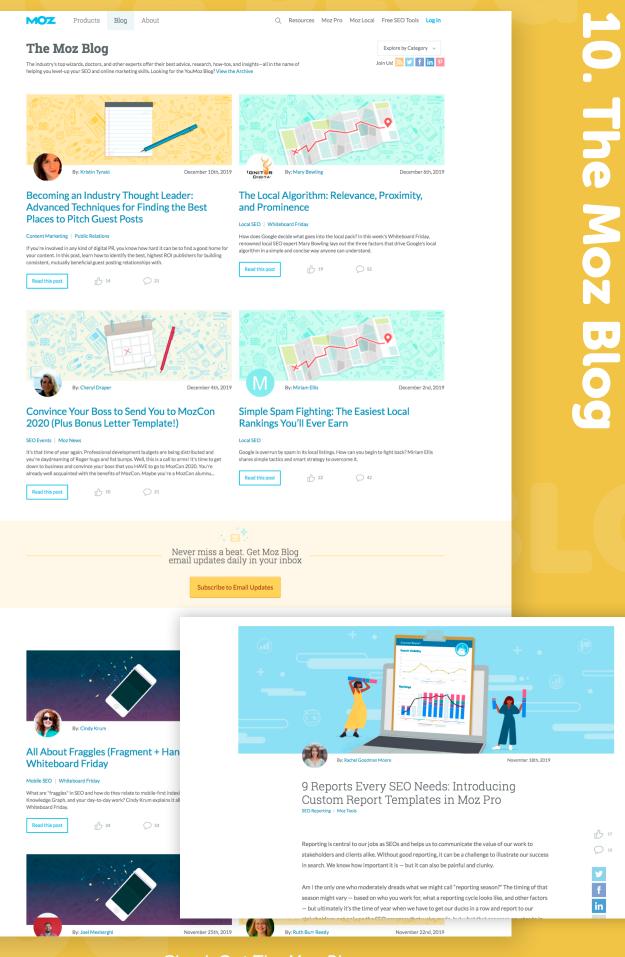
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A young woman leads refugees toward independence — and shows how much technology can help



She's lived in a refugee camp since her family fled war when she was a little girl, but Grace Nshimiyumukiza has always wanted to be the one to help, not just be helped.

First she coached her six younger siblings through classes in Kakuma, one of the world's largest refugee camps. Then she tutored friends who were struggling in a culture that prioritized childcare and chores for girls, and later she turned inward, teaching herself basic computer skills.



Check Out The Moz Blog

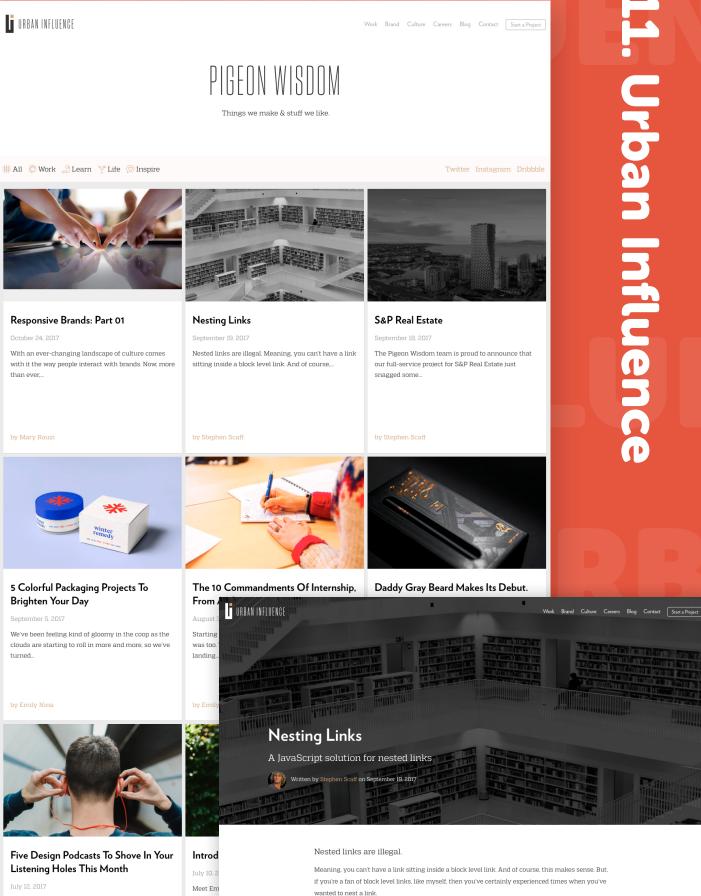
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For example, say you have a blog / content site with a post pattern that features an article link wrapping all the content - image, title, excerpt, etc

But then, inside that block level link, you'd like to also include the post's taxonomy, with a link to its archive. No go

You'd have to either link each item separately (weak), or open, close, and then open the post link again (equally weak).

I've run into this issue on several projects in recent memory, especially with our project for Redfin's

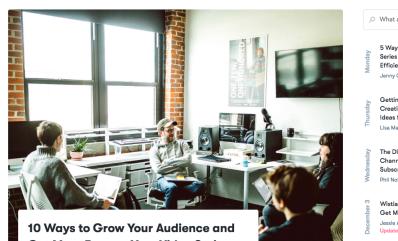
Summer in Seattle means all the hipsters and hellions fill the streets to soak up as much Vitamin D

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Profitable Confidence: How to Build a Business for the Long-Term

Profitable confidence has a huge impact on the psychology of running a business-here's what we've learned

🚱 Chris Savage

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March 6, 2019

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12. Wistia

aybe you've heard that video can help salespeople speed up the buying process, or M aybe you've heard that video can new servey our event of the way to your inbox. Whatever the case may be, you know first-hand that buyers love personalized video. So, why not give the people what they want? When it comes to getting your entire sales team on board and excited to use video in their sales process, there are a few key steps you can follow to ensure success

Luckily, introducing your team to Soapbox isn't like introducing them to a new CRM (phew!). In fact, it's *much* more simple. Here at Wistia, we made sure to build Soapbox in a way that would allow people to get up and running in no time. However, we're still aware that for some sales professionals, creating video is simply uncharted territory. Worry not! With a few tips from our team, you'll be up and running in a flash.



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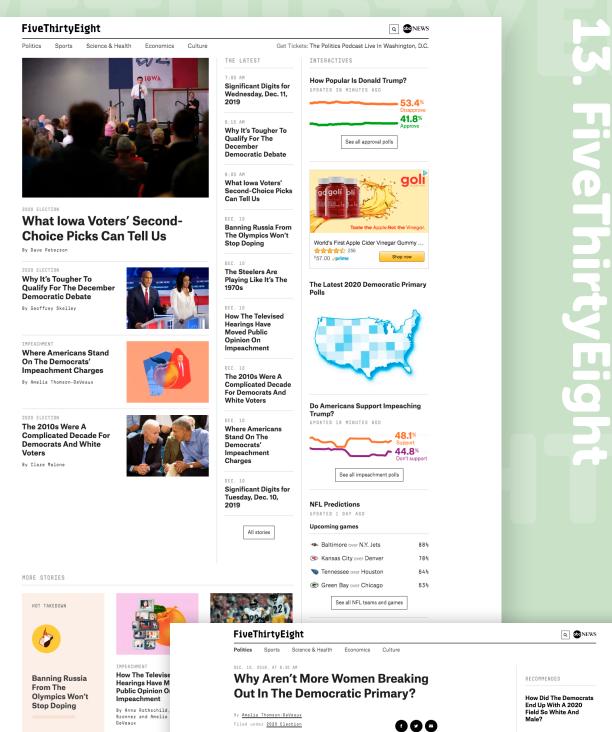


Getting Your Team Set Up with Soapbox Build 1-to-1 video into your sales strategy and keep your sales team feeling motivated and inspired.

👩 Keara Ziegerer

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2020 ELECTION

Why Aren't More Women

Breaking Out In The Democratic Primary?

By Amelia Thomson-DeVeaux



DNI L. SANDYS / THE WASHINGTON POST VIA GETTY IMAGE

Six months can make a big difference in a presidential race — even if no actual votes have been cast. Back in June, when the primary was still getting off the ground, there were six women in the first Democratic debate, including four senators who all seemed like promising contenders for the nomination. Now, as the Iowa caucuses loom, two of the senators — Kamala Harris and Kirsten Gillibrand — are out of the race. And it seems very likely that only Sens. Elizabeth Warren and Amy Klobuchar will make it into this month's debate.

All in all, it's not an especially bright picture for the female candidates as the year draws to a close. And the fact that there's only one woman in the upper tier of candidates hasn't been lost on Klobuchar, who has repeatedly

beyond."

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By Paul Ringsell 2nd Aug 2019



OK Google, what's the future of voice recognition tech?

The technical and consumer behaviour challenges clouding the future of voice recognition technology.

By Steve Rowland 17th Sep 2018



Five simple content techniques, achieve more in less time

One of the biggest time drains is treating each platform in isolation. Great content is great content. regardless of where it's being.

By Dan Holt 12th Nov 2017



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Headline psychology: how to win hearts with emotional advertising

We are bombarded with information from different brands, so your ad needs to cut through the noise and grab the reader's attention.

By Paul Ringsell 27th Mar 2019



Bending the gender rules in marketing

In 2018 the Committee of Advertising Practice will be bringing new standards to advertising based on gender representation and stereotypes

By Maisy Conlon Ash 27th Nov 2017



How do you your brand of voice tall talk?

In the 90s pop songst S belted out that action louder than words, an do.

By Paul Ringsell





Believe in something, even if it means sacrificing everything

More and more brands are beginning to push the boundaries of their remit in 2018 by becoming increasingly politicised.

By Gareth Clark-Jones 27th Nov 2018



10 feel-good

work colleague or friend this together a list of feel-good festive

th Dec 201



No such thing as a free lunch? Think again.

This summer we launched the Kindness Café with Gosh!; colourful pop-ups to capture the hearts of passers-by on London's Southbank.

By Andy Brattle 24th Oct 2018



6 big marketing trends for 2018

We thought we'd share with you six trends that are going to shape marketing in 2018, all have been present in some form in 2017

By Andy Brattle th Dec 2017

Headline psychology: how to win hearts with emotional advertising



Advertising is a form of communication that's designed to draw attention to ideas products or services. Today, consumers are continuously bombarded with information from different brands on a multitude of different platforms. Just think, an ad for Nike comes on during a TV show, so you glance at your phone to check social media and up pops an ad for Adidas. The next morning, you walk to the station and a bus drives past emblazoned with images of Samsung's latest smartphone. There's no escaping the never-ending battle of the brands

As a marketer, how can you make sure your creative cuts through the noise? In this article we focus on step one; the emotive headline.

4. Beyond

Not sure what to get a loved one

Christmas? Well we have put gift ideas.

By Maisy Conlon Ash

festive gift ideas



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It might be situated in the middle of Nevada's exquisite and exacting Mojave Desert, but people don't travel to Las Vegas to spend time outdoors. People travel to Las Vegas to spend time, quite specifically, indoors.

Sin City is known as the destination for partying gambling and

And between the casinos, supermalls, nightclubs, bars, restaurants, strip clubs, theaters and labyrinthine hotels, it's easily done. Vitamin D is an option, often ignored.

A wilderness outpost built for the indoor-orientated and the financially-frisky, Vegas is fun. This isn't an indictment. But Vegas is also deeply peculiar. It's at once entirely fictitious and tangible, a promising opportunity or perhaps just the illusion of opportunity, a celebration of either our greatest triumphs or our worst habits. A place where daylight is discretionary, where time bends sideways, WRITING - PRODUCT COMPANY

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Grammarly's Writing Encyclopedia: 2019 in Language From A to Z

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How to Write Better

No matter your medium, writing is a learned skill that doesn't come naturally to everyone. Moreover, writing well is hard work and, unfortunately, there are no simple shortcuts to becoming a wordsmith overnight.

If you work in an office or run your own business, a quarter of your workday likely consists of writing. From reports and proposals to tweets and texts, the written word rules the roost, and your output might shock you.



Today's average worker composes close to 40,000 words per year just through email. That's right—your "sent" folder probably contains the same amount of words as The Great Gatsby.

Since so much of daily communication depends on the written word, you might as well learn how to get better at writing.



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FEATURE OF THE WEEK

Here's what you should know about 3 trends driving this year's holiday season

The way people shop around the holiday period is evolving. Brands would be wise to broaden their marketing strategies to incorporate these new behaviors so they don't miss out on valuable customers.



Local Picks



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We analyzed 75,000 YouTube campaigns. Here's what we learned about using demographic data



3 ways restaurants can win hungry

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[•] UNITED STATES

3 ways restaurants can win hungry shoppers this holiday season

Ryan Olohan / November 2019 / Search, Consumer Insights

We all have to eat. And when people are on the go – especially during the busy holiday shopping season – they're often looking to grab a bite close by. We know this because "restaurants near me" has been the most popular "near me" search for the last five years.¹

Also, despite the growth in online shopping, more than half of purchases still happen in-store during the holidays.² And when you consider food-related and restaurant searches, like "restaurants," "restaurants near me," and "food near me," commonly appear in the top 20 searches for many retailers,³ it's easy to see why the holidays are critical for restaurants. As proof, a recent study conducted by Google and Numerator found that of the top 25 highest sales days for restaurants last year, 72% of them occurred in November and December.⁴

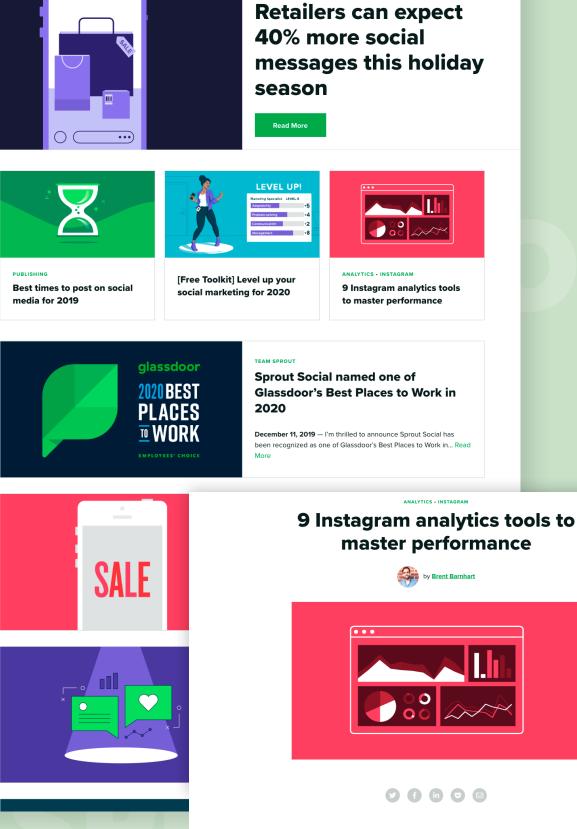


"Restaurants near me" and "food near me" commonly appear in the top 20 searches for many retailers.

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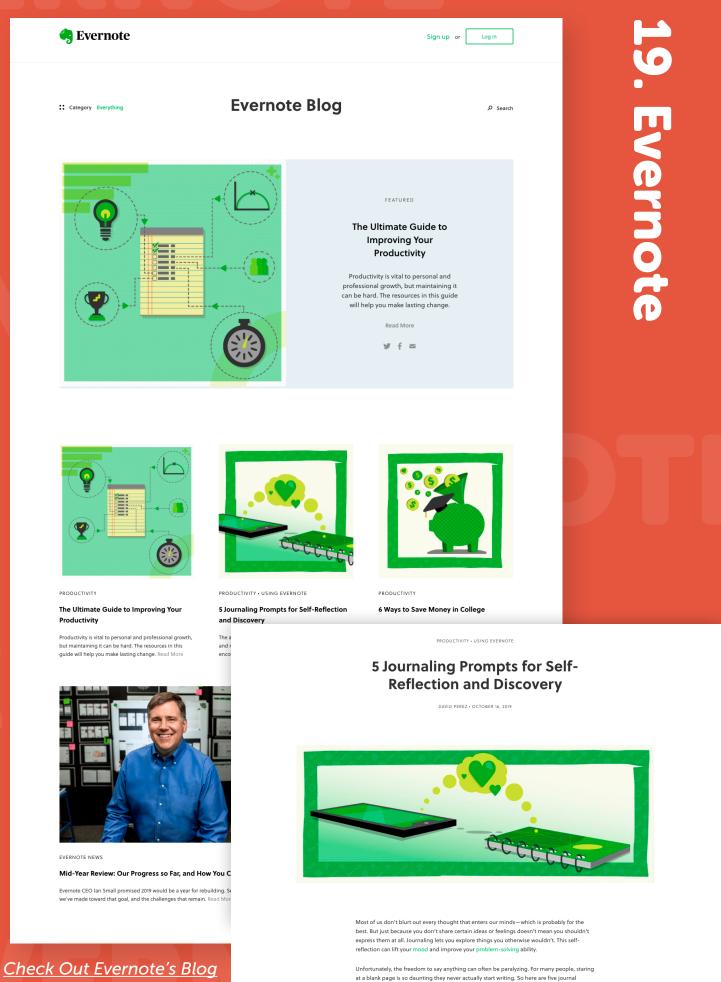
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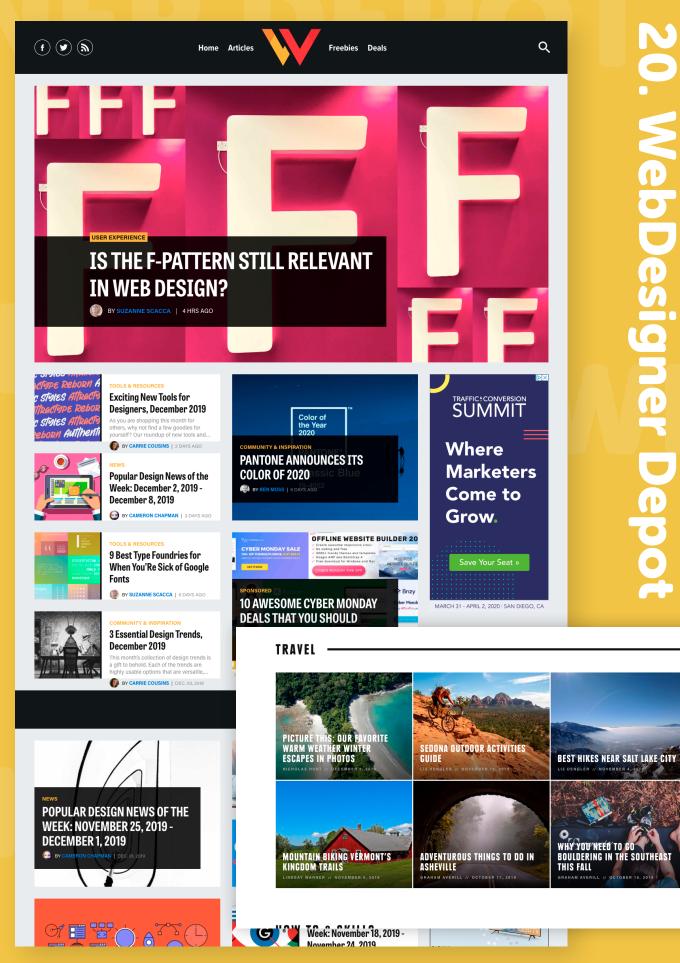
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786 words 03:55 mins 21. Michael Hyatt

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> Millennials vs. Gen Z: Why Marketers Need to Know the Difference

@PamelaBump



In recent years, there's been a common misconception that Gen Z and millennials are essentially the same.

When companies discuss reaching younger audiences, many often lump Gen Z and millennials into the same group and create one campaign strategy that they believe fits both groups.

Sure, many millennials and Gen Zers are considered "young adults." Not to mention, both generations are highly connected to technology and the internet. With these similarities in mind, it might seem effective and costefficient to run one campaign aimed at both generations, but is this really the

22. HubSpot

The 2019 Instagram Engagement Report



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Written by Pamela Bump



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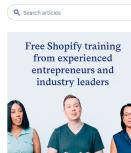




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19 Ways to Use Offers, Coupons, Discounts, and Deals to Generate More Sales

by Corey Ferreira - Digital Marketing Nov 13, 2019 + 16 mi



Offers, coupons, discounts, and deals. There will come a time when most online merchants will be faced with the decision of whether to offer discounts, when to offer discounts, and how much the discounts should be worth.

Offering discounts for your online store can be a powerful weapon in your conversion arsenal to drive customer loyalty. But, used haphazardly, you can do significant damage to your brand or, worse, become unprofitable

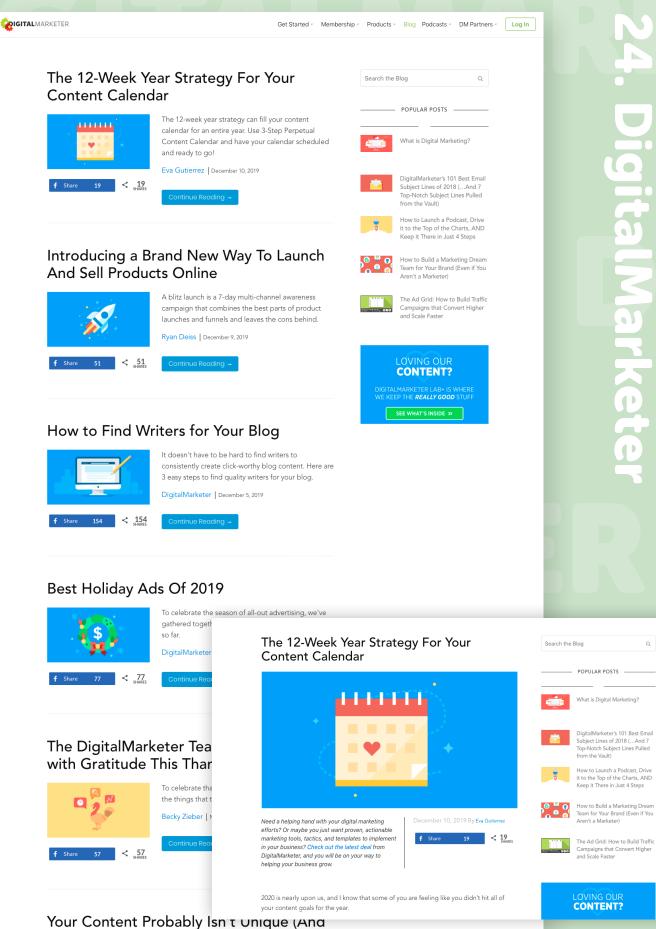
In this post, we'll review some of the pros and cons of offering deals for your online store, look at some of the most popular ways you can use discounts to drive



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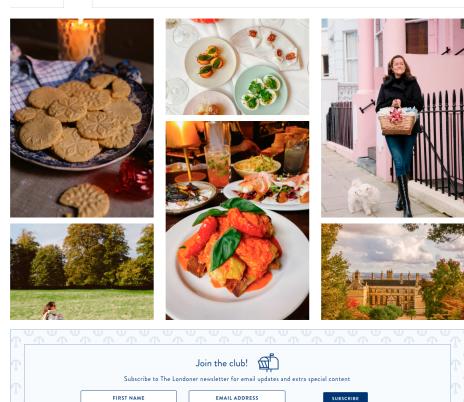
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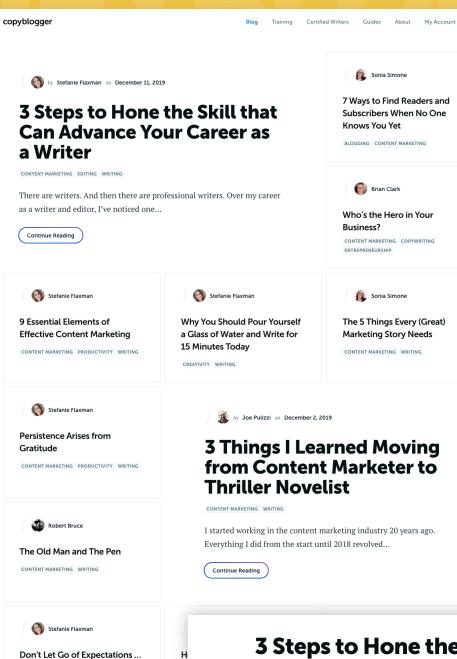


Check Out The Londoner's Blog

Bruton isn't very big, but what it lacks in size it makes up for in sophistication. Which is relatively new! When I was briefly at school in Bruton there wasn't much to visit besides the local Spar shop. Now it's a bolthole for Londoners escaping the Big Smoke for the weekends.

local spar slop. Now it's a bolthole for conducters escaping the big shoke for the weekends.

There are restaurants, art galleries and sweet little boutiques to dip in and out of.



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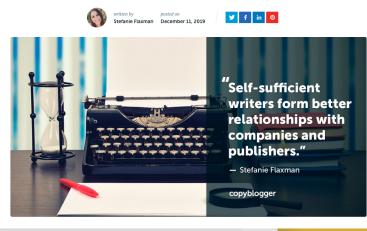
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Hotjar vs Crazy Egg: which one is the best for your needs?

December 02, 2019 by Hotjar team

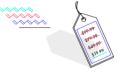
If you're hoping to see a stand-off with Hotjar versus Crazy Egg, we must ask that you stand down right now. The Crazy Egg team has done a great job creating a product that businesses use for heatmaps, user session recordings, and A/B testing.



Our approach to privacy (2019 and beyond)

November 12, 2019 by David Darmanin

TL:DR: as Hotiar's CEO. I'm writing this article to talk openly about what we've learned around privacy, mistakes we've made, and how this is changing the way we are building Hotjar going forw...



5 questions to ask customers about the products you're selling

November 05, 2019 by Louis Grenier

Whether you've just launched a new product that isn't selling as much as expected or you're wanting to sell even more of one that's already doing great. here's one thing you should try: survey your ...



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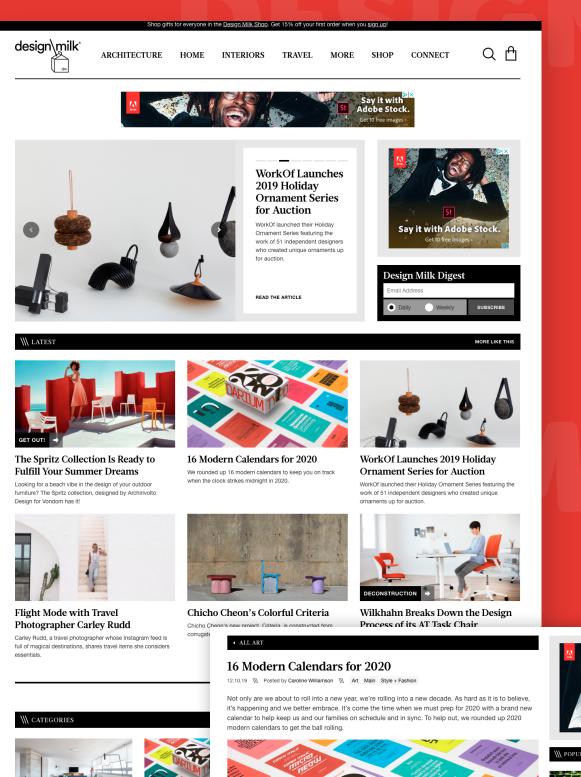
5 questions to ask customers about the products you're selling November 5, 2019 by Louis Grenier

Research & Insights

Whether you've just launched a new product that isn't selling as much as expected or you're wanting to sell even more of one that's already doing great, here's one thing you should try: survey your customers to get some insight about what's working and what needs improving.

I don't mean 'spend thousands of dollars on customer panels' or 'research an industrydefining report on customer expectations': I mean take 30 literal minutes out of your day to get on a call with an existing customer, or create a quick survey and email it to people who have already bought one (or more) of your products.

In this piece, we take you through 5 of the best questions to ask your customers about the products and services you're selling. To pick them, I spoke to two business leaders, Brian Dean (founder of Backlinko) and Sarah Doody (author of UX Notebook), who experienced a few snafus in their business and bounced back by reaching out to the only people who could help them figure out what to do: their existing customers.





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2018 Year in Review: Unframed Enjoy a visual dive back into the art exhibitions David Behringer covered in our Unframed column in 2018.

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Posted on AUG 28, 2019

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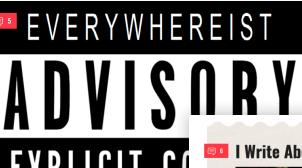


Posted in: Life at Home, Nothing to Do With Travel, Random Musings

It's funny, the things that finally set you off. Like, I've always presumed that I was a relatively hinged person, but here I am, utterly unhinged. For some of you, this will be unsurprising. Some of you will be thinking, "Geraldine, YOU WERE NEVER HINGED. YOU HAVE FEWER HINGES THAN A SLIDING DOOR." And I...

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Are Men Abused Online More Than Women?





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TRAVEL GUIDES

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ABOUT ME

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TIME Magazine called this blog "consistently clever" (no shit. This happened). Here's the story of how it came to be, and a brief rundown of what's wrong with me.



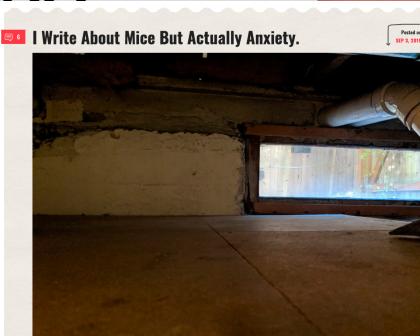
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Posted in: Life at Home, Nothing to Do With Travel, Random Musings

It's funny, the things that finally set you off.

Posted in: Nothing to Do With Travel

(TW: this post discusses online abuse and includes screencaps misogynistic, homophobic, and generally just horrifying langua harassment for a while now. I find myself a case study more of present on the topic, my slides are often screencaps of abusive

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40 Things For His 40th Bir



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by InVision

DESIGNBETTER.CO Is your design system stable?

4 min read

Aarron Walter • Nov 26, 2019

Ø Ø 0 he value of a design system is being able to build better products faster by making design reusable.

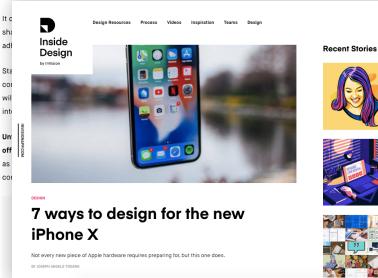
According to Katie Sylor-Miller, a senior software engineer on the design systems team at Etsy, a system can be understood as a combination of two concepts: components and standards.

In the Design Systems Handbook, she explains that componentbased development reduces technical overhead by making code reusable, while standards govern the purpose, style, and usage of the components.

The Handbook is a comprehensive look at how to create a system that's flexible, maintainable, stable, scalable, and successful in the long-term. This post is going to focus on just one of those characteristics: stability.

What is stability?

When talking about design systems, stability is primarily a technical issue.





Who should be managing your design system, according to Jina Anne

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BY ELI WOO



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