

Module #3: Your Contact Page: Clear, Concise ... and Crucial

In this week's module, we're going to look at your Contact page. This is a straightforward page – but one that has a crucial function on your blog, so it's worth spending a little time on. We're going to keep things simple, but if you do get stuck at any point or have any questions, just pop on over to our Facebook group.

To avoid cluttering up the module itself with lots of technical details, there's a separate handout about setting up a Contact form on WordPress. (Whatever blog system you're using, there should be some sort of contact form feature or plugin – but if you get stuck, just come over to the [Facebook group](#) and ask.)

What Is a Contact Page?

A contact page is a single page on your site that gives your contact details. For bloggers, that normally means your email address and/or a contact form, plus links to your social media profiles; if you're a freelancer, you may also want to give a phone number and perhaps even an office address.

We'll come onto more about what to include on your Contact page in a moment.

Here are a couple of examples of Contact pages – as you can see, they're quite different, but they both serve essentially the same purpose: they help readers to get in touch.

Ittybiz's Contact Page (ittybiz.com):

Contact IttyBiz

Getting in touch is easy.

For anything administrative or product related, you can contact my assistant Kris Faraldo, who is good at these things. Simply email kris@ittybiz.com.

To reach me directly, email me at naomi@ittybiz.com.

You can also find me on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#). I'll see you there!

Productive Flourishing's Contact page (productiveflourishing.com):

Contact

We love when real people contact us. Ask questions. Tell us we're wrong. Just say hi.

And before you send a question, we'd love it if you'd [take a look through the FAQs, below](#). You might be able to find the answer you need there, and then we all can spend a few more minutes finishing the stuff that matters rather than hanging out in email.

There are several ways to go about contacting me.

1. Email support AT ProductiveFlourishing DOT Com.
2. Use the form below.
3. Call us at (971) 248-0677.

Contact Us

We'd love to hear from you! Please fill out this form and someone will get in touch with you shortly.

Name *

| | |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
| First | Last |

Email *

Subject (Choose One) *

Message *

If you're wondering whether you need a Contact page at all ... you might manage fine without one, but it's not something I'd recommend.

Some bloggers include their contact details on their About page or in the sidebar. That is an option – but it's not one I'd recommend as it can make it tricky for readers to figure out how to get in touch.

Writing Your Contact Page

You don't need to write much on a Contact page – in fact, it's best to keep the words to a minimum. A single sentence might be enough, e.g:

I'm always glad to hear from readers – you can email me at ali@aliventures.com or get in touch by filling in the form below.

Or

If you're interested in hiring me, or if you've got any questions, get in touch. My contact details are:

Using Your Contact Page to Cut Down on Questions

If your blog has grown to the point where you get quite a lot of emails, you may want to pre-empt some of these using your Contact page. In the example above, Productive Flourishing link to their FAQs to do this.

On my own Contact page, I have a section headed “So You Don't Waste Your Time” to pre-empt some of the questions I used to get a lot:

So You Don't Waste Your Time...

I'm not currently taking on new clients, so...

- If you're looking for an excellent, reliable writer/editor, I recommend Steve Maurer from [Maurer Copywriting](#). If Steve's fully booked, you can find a list of certified content marketers on [Copyblogger's site](#).
- If you're looking for a fiction mentor or editor, I can highly recommend Lorna Fergusson from [Fictionfire](#), who edits my novels. Do contact her well in advance, if you need edits by a particular deadline: she is very much in demand.

I rarely run guest posts on Aliventures (you're welcome to send a post, but even if it's really good, it's unlikely I'll be able to publish it). I no longer run advertising here.

What Information Should Go On Your Contact Page?

There's no absolute "rule" about what you should include on your Contact page, but I'd suggest giving:

Your email address. Personally, I prefer to contact bloggers by email rather than using a contact form and other readers may well feel the same way. Most email providers are good at filtering out spam these days but if you're concerned about spam, you might prefer not to include your email address.

Your social media links. Include links to your Twitter account and your Facebook page if you have them. I wouldn't recommend linking to your personal Facebook profile – you might be happy to add readers as "friends" initially, but if your blog grows a lot, that could quickly become unsustainable.

A contact form. (See the next page!) This makes it quick and easy for readers to send you a message, and it's well worth including as an option.

(Optional) **A phone number.** If you offer some sort of service, like freelance writing or business consultation, some potential clients may prefer to call rather than email. Make sure you also include your office hours and your timezone, so people know when to call.

It's up to you what order you place these in – though I'd suggest putting the contact form itself last, as readers may not scroll down past it.

Adding a Contact Form to Your Contact Page

You don't have to include a contact form, but many bloggers do: it makes it easy for readers to get in touch and it means you don't have to include your actual email address on your page if you don't want to.

Some blogging platforms and themes come with the option for a contact form already in place, but not all. You may need to use a plugin to get your form set up.

I use self-hosted WordPress and the plugin Contact Form 7: it works very smoothly and allows for lots of customisation.

I've created a handout to walk you step-by-step through setting up Contact Form 7. You can download that here:

aliventures.com/wp-content/uploads/2018/06/BlogOn-Spring-2018-Module3-ContactForm7.pdf

If you're using hosted WordPress (WordPress.com), you already have contact form functionality built in. You can find instructions here on setting up your contact form:

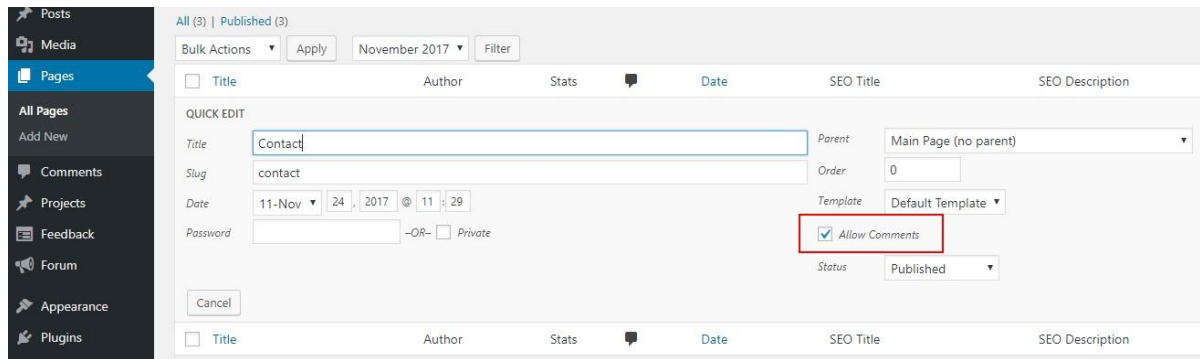
aliventures.com/wp-content/uploads/2018/06/BlogOn-Spring-2018-Module3-WordPressDOTCOM-ContactForm.pdf

How to Disable Comments on Your Contact Page

It's unlikely to make sense to allow comments on your Contact page – it's not usually an easy way for you to engage with people who have general enquiries.

With WordPress, you can easily turn off comments on your Contact page. The quickest way is to go to Pages → All Pages then use the Quick Edit link, which appears when you hover your cursor over your Contact page's title.

Find the Allow Comments box (shown below), uncheck it, then click Update (bottom right, not shown).



How to Title and Position Your Contact Page

Finally ... make sure your Contact page has an obvious title in your blog's navigation menu, like:

- Contact
- Contact me / Contact us
- Get in touch

On the page itself, you can simply use the same title, or you can use something longer if you prefer and if it suits your general blogging style better.

Contact pages tend to be at the right-hand side of left-to-right navigation, or at the bottom of top-to-bottom navigation.

You can see how both Productive Flourishing and Ittybiz position their Contact page on the far right of their navigation menus:



Module #3: Recap

Here's a summary of what we've covered in this week's module:

- **Your Contact page might be the shortest page on your blog** – but it's still important, because it allows readers (and potential clients / customers) to get in touch.
- **There are no rules about what you include on your Contact page** – most bloggers will give their email address and it makes sense to include links to your main social media profile(s).
- **You may want to include a contact form** – this means readers can email you straight from your Contact page (and you don't need to give them your email address up-front).
- **In your navigation menu, your Contact page should normally be the link on the far right** – this is standard, so it's where readers will look!

If you get stuck, head here: [facebook.com/groups/blogonspring2018](https://www.facebook.com/groups/blogonspring2018)

Module #3: Assignment and Check In

This week, your assignment is to create (or update) your blog's contact page.

#1: Create a Contact page for your blog, with a short introduction and a list of ways for readers to get in touch.

#2: *(Optional)* Add a contact form to your page, using a plugin like Contact Form 7 if you're on self-hosted WordPress, or the built-in form functionality if you're on hosted WordPress.

#3: Give your page a title (like "Contact") and make sure it's linked to from your blog's navigation.

Once you've got your Contact page online, or once you've drafted it, make sure you come and check-in on Facebook (before the end of Sunday 17th):

[facebook.com/groups/blogon.spring2018/permalink/226290868149766](https://www.facebook.com/groups/blogon.spring2018/permalink/226290868149766)

If you don't want to use Facebook, you can check in by emailing me (ali@aliventures.com) with the words "check in" in the subject line.

Module #3: Recommended Further Reading

All of the further reading is optional, but if you want to find out more about something we've covered in the module, it's highly recommended! If you find other useful resources, you're very welcome to share them in our Facebook group.

21 Tips, Tricks & Examples for a Rocking Contact Us Page, Megan Marrs, WordStream

This is a great collection of different types of contact page. A lot of them are from quite big companies, so don't feel that you need to have anything that looks as fancy! Some do a lot with very little, though, so do browse through the examples for inspiration.

How to Create an Efficient Contact Page That Boosts Your Productivity, Paul Cunningham, ProBlogger

Once your blog starts to bring in more readers, you'll find that you're spending more and more time answering emails. A few tweaks to your Contact page or Contact form could help you cut your workload dramatically. Note: if you currently get no or very few emails from readers, don't worry about implementing any of this – just keep the link handy for the future!

What's Coming Up Next Week:

Module #4: Writing a Great List Post that Readers Will Love

Next week, from Monday 18th June, we'll be taking a look at list posts. We'll cover why these are so popular ... and how to come up with great ideas for them.

We'll dig deep into the structure of list posts, looking at how to arrange your list for maximum effect, and how you can build lots of different types of posts on an underlying list structure.