



Website Footer Best Practices

This is an extra resource to go along with the original article:

[How to Use Your Footer to Convert](#)

- Add menu links for the pages that you want to drive traffic to (such as your products or portfolio, your blog, and your knowledge base).
- Link to popular posts and pages. Add quick links to these individual pages so that visitors can have easy access to your top-performing content and resources.
- Consider adding a bottom signup bar. This non-obtrusive form can be added to the bottom of any page or post on your website and can be used to capture email addresses.
- Include a sitemap. A sitemap is beneficial for search engines. It helps them index your site more efficiently.
- Make sure your copyright is updated. Code can keep your footer updated automatically.
- Include your privacy policy in your footer. Explain how you use information and if you include tracking.
- Add your contact information. This includes your business name, address, and phone number. Also known as your NAP, search engines use this contact information to validate your site.
- Add your social media profile to the footer. Encourage site visitors to connect with you on various platforms.
- Include your email sign up. Don't rely on a pop-up email opt-in. Some visitors may close the pop-up but arrive at the end of your page and decide to join.