

Widget Planner: Which Widgets Should You Have in Your Sidebar?

- Module 4: Download 2

Your sidebar is actually a very important part of your blog because it appears on pretty much every page and post. Readers have been shown to look to the sidebar of websites for valuable information, so be sure to have the right widgets in your sidebar.

They should be the following (in order):

About: A photo of the blog owner(s) and a brief, 2 - 3 sentence paragraph explaining the bloggers and the blog itself.

Social Proof: If you have been featured on any large websites before, add their logos here under a heading: Featured In (or something similar).

Social Follow: There are many plugins that allow you to add your social icons in the sidebar to make it easier for your readers to follow you on social media. Try [Shareaholic](#) or [Simple Social Icons](#).

Search: People love to find a search box in the sidebar. Try adding one below your social share buttons or, if it's small enough it can even go directly below your About widget.

Destinations: Use Canva to create a beautiful image with text overlay that says "Destinations" or "Where do you want to go?" or something similar. Then add this to a widget and link the photo to your Destinations Page (I covered how to do this in Module 2).

I Am Here: This widget can be a great way to tell your readers where you're travelling at the moment. This can be created by simply adding a Text Widget to your sidebar and writing the words: "Currently In Thailand".

Important Sections: Last, you should link to your important sections from 1 - 3 more widgets below the "I am Here" widget. These are optional and will entirely depend on what your blog is about. If you're writing about volunteer travel for example, maybe one widget would be linking to your volunteer page. These can also be created using images with text overlay in Canva.