

## Fact sheet:

# Mono Blog

The Mono Platform offers a simple SMB-friendly blog feature that enables SMBs to easily create, post and manage search-engine optimized blog content.

### Boost SEO

Essential built-in SEO tools ensure that each individual blog post is easily searchable by Google. This ensures that blog content gets maximum exposure when potential clients search for local businesses and related content online. The blog feature is an essential addition to any SMB website seeking to increase site traffic and grow their business.

### Tag, sort & display

The blog feature is structured so the site owner can easily follow best practices when blogging. This site owner can add tags to each post to effectively organize content across the website, as well as quickly sort and display relevant posts on designated webpages, for example product-related blog posts on webshop pages and news-related blog posts on a press room page.



## Features:

The blog feature includes the following features:

- Unlimited number of blog posts
- Display posts using the Blog
- Catalog Module
- Unique URL per blog post
- HTML tags
- Local and global text styling options
- Internal and external linking
- Body text
- Gallery and image
- Embedded video
- File download
- Share blog posts via social networks
- Blog category tags
- RSS feed
- SEO management
- Blog post scheduling
- Option for comments and approval via comment management interface
- Push blog post content as HTML via API

## How it works:

The blog feature enables site owners to effectively create, upload and post updated content on their website. SEO can easily be customized for each individual post for maximum organic search exposure. Publishing is easy and blog posts can be made live immediately or scheduled for a later date. Blog posts can contain a variety of functionality, including images, galleries and videos. Branded content, such as brochures or catalogs, can also be made available for download.

The blog functionality is accessible under the Blog tab directly within the Mono Editor.

## Tech. requirements

- The blog functionality is fully included in all Professional, E-commerce and Trial subscriptions free of charge
- The blog is not available as a standalone product.
- There are no limitations to how many blog posts you can create, it is unlimited.
- It is possible to exclude blog from Professional and E-commerce subscriptions per request.