

Write and publish a blog post

Start a post, write it in the same editor you use for pages, add a main picture and publish it.

A post is a short article on your own site, such as a seasonal special, a story about your work or an answer to a question customers keep asking. Some plans include posts we write for you. See [How your site posts work](#). This article is for when you'd like to write or publish one yourself.

Before you start

Your site needs a blog. If you don't see **Blog** in your side panel, ask us to add one. It helps to have your title, a main picture and your text ready.

Steps

1. Log in to your site editor and open the side panel.
2. Click **Blog**, then **New Post**.
3. Choose **Start from Scratch** or **Draft with AI**. For the AI draft, answer the prompts on screen. Read every line it writes before the post goes live. See [How the editor's AI tools work](#).
4. Type a **Post title** and choose the **Post author**.
5. Pick a look from the **Post Layout** dropdown.
6. To add a main picture, click **+Image**, then choose or upload one.
7. Click **Start**, then write your post. It works like editing a page: click the text to type, and add pictures and other widgets.
8. When you're ready, click the **Post Settings** icon for the post. In the status area, click **Publish**.
9. Check the post on your site on a phone.

If you don't see a **Publish** button, tell us and we'll publish it for you. To publish later, see [Schedule a blog post for later](#).

Tips

- Keep the title short and plain, in the words a customer would use.
- Your name only appears in the author list if it has been given blog access. If it's missing, tell us.
- Use your own photos, or ones you have permission to use. Don't copy text or pictures from another site.
- To start a new post from the shape of an old one, click **Blog**, then **Posts**, click the three dots next to a post and choose **Duplicate**. The copy is named "Copy of" followed by the original title.
- After you publish, a change to the post needs another publish before visitors see it. See [Edit or unpublish a blog post](#).
- We don't promise that a post will bring visitors or sales, but a post about a real question is useful to the people who find it.

Need a hand?

Email hello@zossoz.com with your business name, the post title and what you'd like done, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [How your site posts work](#) · [Add photos and video to a blog post](#) · [Schedule a blog post for later](#) · [Set a blog post's search title and description](#) · [Edit or unpublish a blog post](#)

More guides: [the Zossoz Help Center](#) · [Questions?](#) Email hello@zossoz.com