

ASSET GUIDE

BLOG POST

A Blog Post is an engaging description of your event, message, or promotion on a dedicated page, with prominent links connecting readers to learn more, register, or purchase tickets.

BENEFITS

- Increases the ability for readers to see your message through keyword searches on DullesMoms.com, as well as search engines like Google.
- Increases your name and brand awareness.
- Reinforces your promotions on other DullesMoms.com platforms, as well as your outside (non-DullesMoms.com) marketing efforts.

METRICS

Metrics vary based on the type of message you are sharing. Therefore, the number of pageviews our homepage receives is used to help you better understand the potential audience.

Pageviews are the number of pages seen in a period; this number also correlates to the number of times your message has the possibility of being seen.

To see DullesMoms.com's latest pageviews and other key metrics, click [here](#).

BY THE NUMBERS...

Metrics, based on 2022 data:



HOME PAGEVIEWS/MO:
14,250 (avg)



HOME PAGEVIEWS/DAY:
475 (avg)