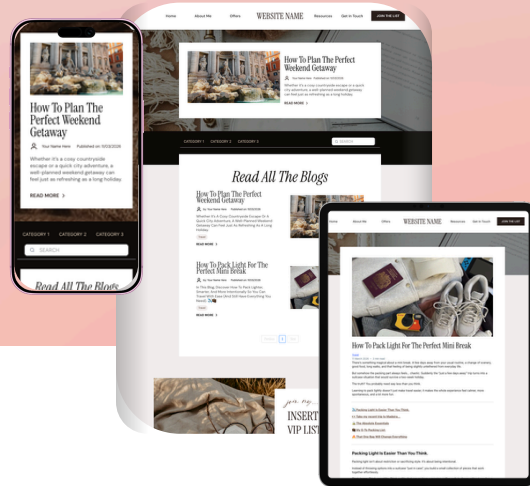




Your powerful BLOG STRATEGY GUIDE

YOUR GUIDE TO BLOGGING

*Everything you need to create blog content that gets
found by Google, AI search tools, and your dream
audience and that helps your visibility grow!*



IMPORTANT: This workbook is a fillable PDF – you can type straight into it, but you'll need to download it to your device and open it with **Adobe Acrobat Reader** (free) or **Adobe Acrobat Pro**. If you try to open it in your browser or Mac Preview, the typing feature might not work properly and/or you may lose your work.

FEA

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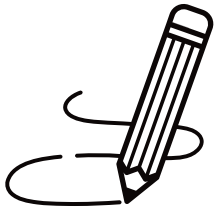


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**YOUR POWERFUL BLOG
STRATEGY GUIDE**

Why Your *Blog* Matters

01

If you're thinking "**do I really need a blog?**", the answer is a big yes, but probably not for the reasons you think.

Blogging isn't just about writing articles and hoping someone reads them. Your blog content is what gets your business recommended by AI tools. When someone asks ChatGPT, Perplexity, or Google's AI Overview a question that your blog answers, you can be the business that gets mentioned! That's free, targeted traffic to your business from people who are actively looking for exactly what you offer.

Social media content disappears within hours, but a **well-written blog post can drive traffic to your business for months or even years.**

Here's what a consistent blogging habit does for your business:

- It helps people find you through Google search
- It positions you as a trusted expert in your space
- It gives AI tools content to reference and recommend
- It builds a library of valuable content you own (unlike social media, where the platform owns your reach)
- And it creates a natural path from discovery to your email list, your offers, and your paid products.

You don't need to post every day. **One to two well-structured, search-optimised posts per week** is a great starting point to aim for!

Your Core *Blog Topics*

02

Before you start writing, you need to **identify your core topic categories**. These are the 3-5 main themes that your business revolves around.

Everything you blog about should connect back to one of these categories. This keeps your content focused, helps search engines understand what your site is about, and builds what's called "**topical authority**," which is a fancy way of saying that Google and AI recognise you as a real expert on these subjects.

How to find your core topics:

- Think about the questions your audience asks you most often.
- Look at the topics you naturally talk about on social media.
- Consider the problems your paid offers solve.
- Review any feedback, DMs, or comments you've received.

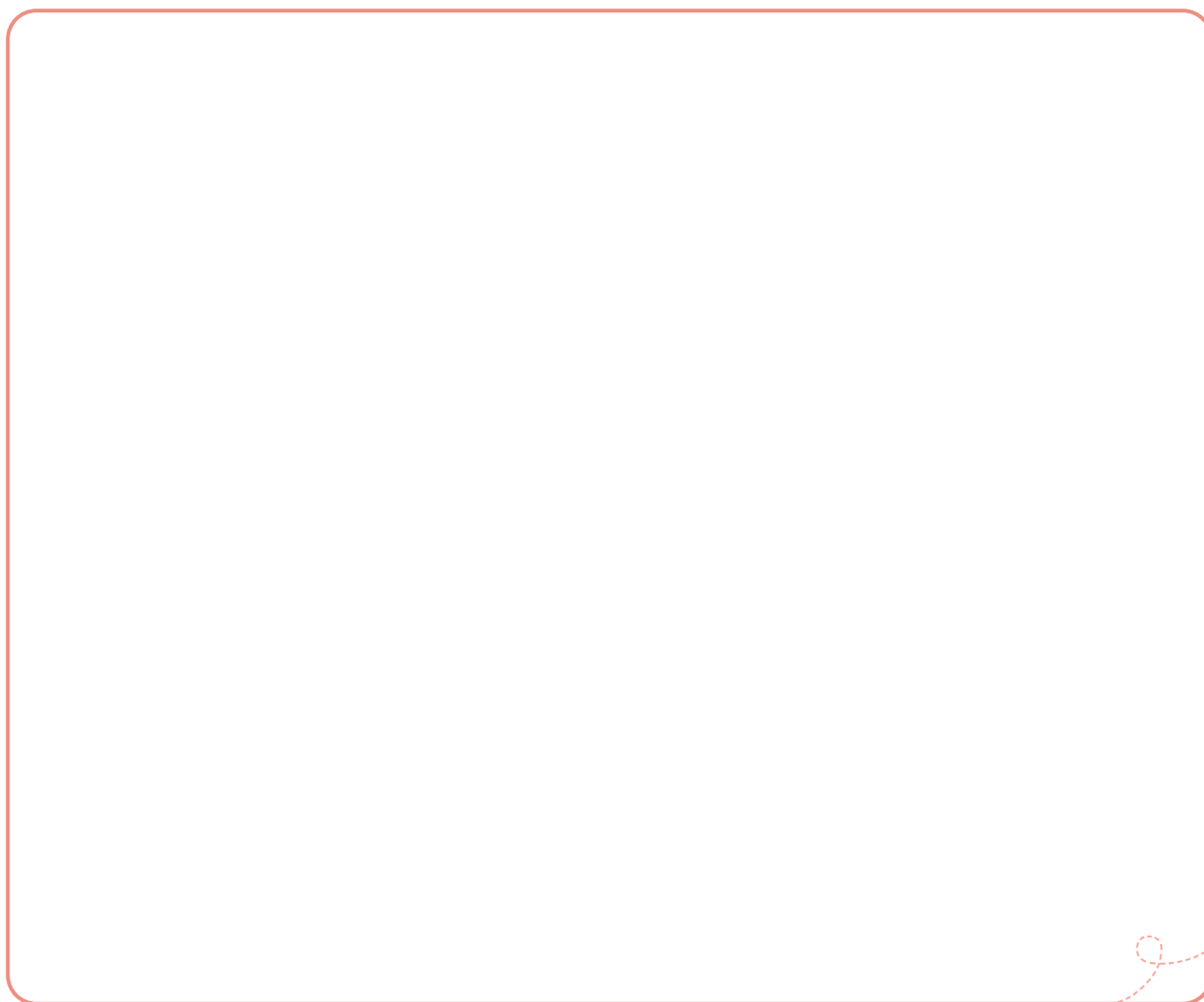
For example, if you're a business coach for mums, your core topics might be:

- Starting a business around your family
- Growing an audience on social media
- Creating and selling digital products
- Mindset and confidence
- Time management for busy mums

If you're a nutritionist, yours might be:

- Hormone health
- Meal planning
- Gut health
- Perimenopause nutrition
- Intuitive eating

Write down your 3-5 core topics before you move on:



How To *Write* Blog Titles That Get Found

Your **blog title is the single most important thing for search visibility**. It tells Google, AI tools, and your audience exactly what the post is about.

The golden rule is: **frame your titles as questions wherever possible**.

Why? Because questions match how real people actually search. When someone types into Google or asks an AI tool, they're asking a question. If your blog title IS that question, you've got a much better chance of showing up.

Good examples:



"How can I start an online business with no experience?"



"What's the best way to grow my email list as a coach?"



"How do I create a digital product that actually sells?"

Weaker examples:

✗ "My Business Journey"

✗ "Tips for Success"

✗ "Email Marketing 101"

See the difference? The good examples match real search intent. The weaker ones are vague and don't connect with what anyone is actually searching for.

Tips for stronger titles:

- Use **long-tail keywords**, which means more specific, longer phrases rather than broad terms. *"Best email marketing tips for coaches in 2026"* is much better than *"email marketing tips"* because there's less competition and it matches a more specific search.
- Include words that **signal who the content is for**. Adding "for mums", "for beginners", "for coaches", or "in 2026" helps your content surface for niche searches and reduces competition.
- **Make the value clear**. Your reader should know exactly what they'll get from reading the post just from the title alone.

The *Blog Post Structure* Template

Every blog post you write should follow this structure. It keeps your content **organised, easy to read, and optimised** for both humans and search engines.

TITLE (H1)

Written as a question or clear promise. This is the main heading of your post.

"IN THIS ARTICLE" SUMMARY

A short 3-5 bullet summary of what the reader will learn. This helps with scannability and gives AI tools a quick overview of your content.

INTRODUCTION (100-150 WORDS)

Start with a hook: an empathetic statement that connects with your reader's struggle. Show her you understand what she's going through and why. Promise what she'll learn or achieve by reading. Include a call-to-action early (e.g., "Download my free [freebie name] to put this into practice").

SECTION 1 (H2): THE PROBLEM OR WHY THIS MATTERS

Explain the pain point clearly and compassionately. Include a stat, a relatable story, or a real-life example. Connect it to her business growth, income, confidence, or freedom.

SECTION 2 (H2): THE STEP-BY-STEP SOLUTION

This is the meat of your post. Provide 3-5 actionable steps. Use H3 subheadings for each step. For each step, explain why it matters and include a short example, a mini-script, a prompt, or a simple action step.

SECTION 3 (H2): COMMON MISTAKES TO AVOID

List 2-3 mistakes your readers typically make. For each one, label it clearly, explain why it's a problem, and offer the truth or corrected perspective. Keep the tone gentle and empowering, never judgmental.

SECTION 4 (H2): TOOLS, RESOURCES, OR CASE STUDIES

Share 3-5 practical tools, templates, or resources. Or include 1-2 short case studies or real examples. Add credibility with specifics wherever you can.

FAQ SECTION (H2)

Include 3-5 frequently asked questions related to your topic. Give short, clear, encouraging answers. This section is incredibly powerful for AI search because AI tools love pulling from FAQ-style content.

CONCLUSION (100-150 WORDS)

Summarise the main takeaway. Remind her that she's capable and not behind. Include a call-to-action for your freebie or lead magnet. Add a teaser for any upcoming offer, launch, or programme.

SEO Basics: Getting Your *Blog Found*

SEO stands for Search Engine Optimisation, and it's simply the practice of making your content easy for Google (and AI tools) to find, understand, and recommend.

You don't need to be an SEO expert. You just need to follow a **few simple principles** consistently.

KEYWORDS

Keywords are the words and phrases your dream audience types into search engines or asks AI tools. Your job is to **naturally include these in your blog content.**

Where to put your keywords:

- In your blog title
- In your H2 and H3 headings
- In the first 100 words of your intro
- Throughout the body of your post (naturally, not forced)
- In your meta description

How to find keywords:

- Think about what your audience would actually type into Google.
- Use CarrieAI to brainstorm keywords for your niche.
- Check the "People also ask" section on Google for related questions.
- Look at what your competitors are blogging about.

META DESCRIPTIONS

Your meta description is the short summary (150–160 characters) that shows up under your blog title in Google search results. Think of it as a tiny advert for your post.

A good meta description: includes your main keyword, clearly states what the reader will learn, and makes people want to click.

Example:

“Learn how to *start an online business* as a mum with no experience. *5 simple steps* to go from idea to income, even with *limited time*.”

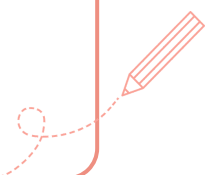
NOTES:



YOUR SEO CHECKLIST FOR EVERY BLOG POST:

- ☐ Include your keyword in the title, headings, first 100 words, and meta description.
- ☐ Use clear H2 and H3 headings with keywords in them.
- ☐ Write short paragraphs (2-3 sentences maximum).
- ☐ Include bullet points and numbered lists where appropriate.
- ☐ Add an FAQ section with related questions.
- ☐ Link to at least 2 of your other blog posts (internal links).
- ☐ Link to 1-2 credible external sources.
- ☐ Add alt text to every image (describe what the image shows, including a keyword if it fits naturally).
- ☐ Keep your meta description between 150-160 characters.

NOTES:



Making Your Blog *AI-Friendly*

This is the part most people miss, and it's what **gives you an edge** now that AI has become such a huge part of our lives.

When someone asks ChatGPT, Perplexity, or any AI tool a question, that tool goes out and searches across the internet for the best, most relevant content to reference in its answer. The way it decides what to include comes down to a few things.

CLEAR, STRUCTURED ANSWERS

AI tools love content that directly answers questions with clear headings, short paragraphs, and scannable formatting. If your blog post has a question as its title and the first section clearly answers that question, you're in a strong position.

TOPICAL AUTHORITY

When your blog consistently covers the same core topics in depth, AI tools recognise you as a trusted source on those subjects. This is why sticking to your 3-5 core topic categories matters so much.

CREDIBILITY SIGNALS

AI tools look for content from sources that seem trustworthy, helpful, and recommended by others online. This means having good reviews, being mentioned on other websites, and having clear, professional content on your site.

FAQ SECTIONS

These are gold for AI search. When your blog includes an FAQ section with short, direct answers to related questions, AI tools can easily pull those answers and reference your content.

YOUR AI-FRIENDLY CONTENT CHECKLIST:

- ☐ Frame every blog title as a question or direct answer.
- ☐ Include a short summary near the top of each post that AI can easily reference.
- ☐ Use clear H2 and H3 headings with keywords.
- ☐ Keep paragraphs short (2-3 sentences).
- ☐ Include an FAQ section with 3-5 related questions and concise answers.
- ☐ Make sure each section makes sense on its own, even if someone only reads that one section.
- ☐ Reference data, examples, or credible sources where possible.
- ☐ Collect reviews and testimonials that support your expertise.
- ☐ Show up consistently on your core topics.

Your Blog Homepage *Intro*

Your blog homepage needs a short intro paragraph to welcome visitors and set the tone. Here's a template you can customise:

"Welcome to the [Your Business Name] blog! This is where I share [what you share, e.g., practical tips, strategies, and inspiration] to help [your audience, e.g., ambitious women] [achieve what, e.g., build a thriving online business]. Whether you're just getting started or you're ready to take things to the next level, you'll find something here to help you move forward. Grab a cup of tea and have a browse!"

Feel free to adapt this to match your voice and brand.

Your *Simple Blogging Schedule*

You don't need to blog every day. Here's a **realistic schedule** that will make a genuine difference to your visibility:

**WEEK 1**

Publish one blog post on Core Topic 1

**WEEK 2**

Publish one blog post on Core Topic 2

**WEEK 3**

Publish one blog post on Core Topic 3

**WEEK 4**

Publish one blog post on Core Topic 4 or repurpose a piece of existing content into a blog post

That's four posts a month, which is manageable, consistent, and strategic.

If you want to do more, aim for two posts per week. But one post per week is a brilliant starting point that will compound over time.

The most important thing is consistency. One post a week, every week, is far more powerful than a burst of five posts followed by three months of silence.

Repurposing *Cheat Sheet*

TURNING EXISTING CONTENT INTO BLOG POSTS:



Podcast episodes

Paste your transcript into CarrieAI and ask it to restructure it into a blog post using the template above.



Video content

Same approach as podcasts. Use the transcript as your starting material.



Social media posts

Take a post that performed really well and expand it. That 150-word Instagram caption can become a 1,000-word blog post with more depth, examples, and an FAQ section.



Email newsletters

If you wrote a particularly valuable email, it's already halfway to being a blog post. Expand it with additional sections and optimise for search.



Q&A sessions

Compile the best questions from live sessions or DMs into a single blog post. These make incredible FAQ-style posts that AI tools love.

TURNING BLOG POSTS INTO OTHER CONTENT:



Social media

Pull 3–5 key takeaways and turn each one into its own social post or carousel slide.



Email

Send a newsletter that teases the main takeaway and drives people to the full post.



Video or reels

Record yourself talking through the main points of your blog. You already have the script!



Pinterest

Create a branded graphic with the blog title and pin it linking back to your post.



Lead magnets

Compile your best blog posts on one topic into a downloadable guide or checklist.