A GUIDE FOR BUSINESS OWNERS

The Blog *Recipe*

A calm, step by step guide to writing blog posts that Google can find, plus people actually want to read.

Before you start: you don't need to do all of this today. Read it once, slowly. Then come back to one step at a time. Every colour in this guide matches one ingredient, so you'll always know where you are.

Anyone can do this. You don't need to be a writer. If you can explain what you do to a customer, you can write a blog. It gets easier with every single post.

Shared by Chris Bennett, The Tarot Medium · thetarotmedium.com

START HERE

Why blogging is *worth* your time

Think of your website as a shop window. Your blog is the sign on the highway that brings people to it.

Social posts disappear within a day or two. A blog post keeps working for months, sometimes years. Every post you write is another doorway someone can walk through from Google straight to you.

Here's how it works. Someone types a question into Google. Google looks for the page that answers it best. If your blog answers that question honestly, from real experience, your page has a chance to show up. That person lands on your website, meets you, plus learns what you offer.

Plenty of people don't read long articles anymore. Everyone's tired. That's exactly why a clear, skimmable, genuinely helpful post stands out. It keeps you relevant, so people start searching for *you*.

> **WHY BLOGS FEEL OVERWHELMING**
>
> Most people write one post, feel proud, then life gets busy. Three months later the blog looks abandoned, which makes starting again feel heavier. If that's you, nothing is broken. You just need a recipe you can repeat without thinking. That's what this is.

The recipe at a glance

Each ingredient has its own colour. You'll see these colours on every page that follows.

- 1 Your keywords
- 2 A title people search for
- 3 Reading time plus jump buttons
- 4 Headings written as questions
- 5 Your voice, written to "you"
- 6 Five internal plus five external links
- 7 Five images with smart file names
- 8 Newsletter signup plus a YouTube video
- 9 A meta description
- 10 Timing plus consistency

You'll also find three bonus pages: the kinds of blogs you can write, the easiest way to write them, plus a six week challenge that builds real momentum.

INGREDIENT 1

Find your *keywords*

Keywords are the words people type into Google when they're looking for what you do.

Everything else in this recipe grows from your keywords. They tell you what to write about, what to call your posts, plus how people will find you.

Start with four core words

Feeling overwhelmed? Start small. Write down four words that sum up who you are as a business. These are your roots.

If four words feel impossible, pause here. That's a sign your brand needs a little more clarity first, plus it's worth sitting with before you write anything else. Everything after this step leans on those four words.

> EXAMPLE: A LOCAL PLANT SHOP
>
> Houseplants · Plant care · Indoor gardening · Local plant shop

Then grow it to 25 to 50 keywords

Once your four core words feel right, expand them. Aim for 25 to 50 words plus phrases. Many of these will be **long tail keywords**: longer, more specific phrases, often full questions. Fewer people search them, though the people who do know exactly what they want.

SHORT KEYWORDS

- houseplants
- plant shop
- repotting
- pet safe plants

LONG TAIL KEYWORDS

- why are my monstera leaves turning yellow
- best low light plants for apartments
- how often should I water a snake plant
- houseplants that are safe for cats

INGREDIENT 1

Where to find them, no fancy *tools* needed

1. **Google's suggestions.** Start typing a core word into Google. Write down what it suggests as you type.
2. **"People also ask."** Search your core word, then scroll. That box of questions is gold.
3. **Related searches.** Look at the very bottom of the Google results page.
4. **Your own customers.** Every question a client asks you is a blog post waiting to happen.

Keep your list in a simple document. Each long tail phrase can become a post, a heading, or both.

Four words is a perfectly good day's work.

BONUS: BLOG TYPES

Pick a *kind* of blog

Every post doesn't need to look the same. Mixing formats keeps writing fresh for you, plus interesting for your readers.

HOW TO GUIDE

Walks someone through a task, step by step.

How to Repot a Plant Without Stressing It Out

LISTICLE

A numbered list, easy to skim plus easy to share.

7 Low Light Plants for Dark Apartments

QUESTION POST

Answers one searched question in depth.

Is My Plant Safe for Cats?

PERSONAL STORY

A lesson from your own experience.

The Fern I Nearly Gave Up On

BEHIND THE SCENES

Shows how you work, which builds trust fast.

What Happens When New Plants Arrive

SEASONAL POST

Written a few weeks ahead of the season.

Keeping Houseplants Happy Through Winter

MYTH BUSTER

Corrects what people commonly get wrong.

Plant Care Myths You Can Stop Believing

COMPARISON

Helps someone choose between two options.

Snake Plant or ZZ Plant: Which Suits Your Home?

BONUS: BLOG TYPES

How to write a listicle: count *down*

Start at the highest number, then work down to one. The number one spot is the payoff: the most valuable, surprising, or useful item. Readers keep scrolling to reach it, which keeps them on your page longer.

> EXAMPLE: 7 LOW LIGHT PLANTS FOR DARK APARTMENTS
>
> **7.** Pothos · **6.** Peace lily · **5.** Cast iron plant · **4.** Philodendron · **3.** Chinese evergreen · **2.** Snake plant
>
> **1. ZZ plant:** the one that survives nearly anything, saved for last.

One exception: step by step instructions still run in normal order, one, two, three. Countdowns are for lists.

Give your blog four to six categories

Categories are the shelves in your shop. They organize your posts, help Google understand what you're about, plus give your newsletter natural themes to share. Build them from your four core words.

> EXAMPLE CATEGORIES
>
> Plant care · Beginner guides · Pet safe plants · Seasonal · Behind the scenes

Every time you publish, share the post with your newsletter. Rotate through your categories so each reader regularly finds something meant for them.

Choosing a format is half the battle. The words come easier once you know the shape.

INGREDIENT 2

Write a title people *search* for

Your title is the first thing someone sees in Google. It decides whether they click.

Keep it short, clear, plus straightforward. The best titles sound like the exact question a person would type, or the exact answer they're hoping to find.

TOUGH TO FIND

Plant Thoughts, Part Three

EASY TO FIND

Why Are My Monstera Leaves Turning Yellow?

TITLE TIPS

- Use one of your keywords, ideally near the start.
- Questions work beautifully: "How," "Why," "What," "Can I."
- Aim for about 60 characters so Google doesn't cut it off.
- Make it enticing without being clickbait. Promise only what the post delivers.

A word on your web address

The end of your post's web address is called the **slug**. Keep it short, using your main keyword. Choose carefully, since changing it later can break links people have already shared.

`yoursite.com/why-monstera-leaves-turn-yellow`

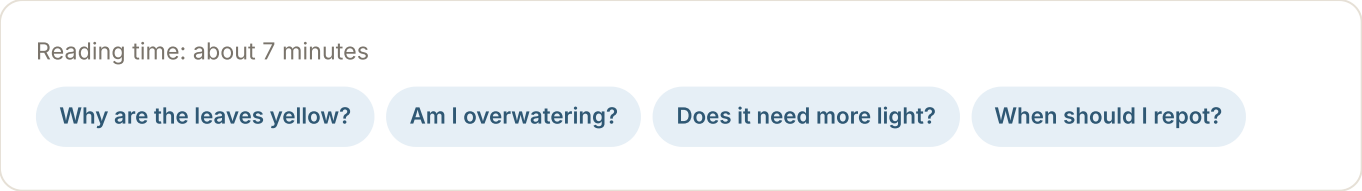
INGREDIENT 3

Reading time plus *jump buttons*

Most people skim. Help them find what they need in seconds.

Right under your title, tell readers how long the post takes to read. People are busy; knowing it's a seven minute read helps them commit. To work it out, divide your word count by about 225.

Below that, add buttons or links that jump to each section. A reader with one burning question can go straight to it, which keeps them on your page instead of leaving.



Most website builders let you link to a heading on the same page. Search your platform's help pages for "anchor links."

INGREDIENT 4

Turn your headings into *questions*

Questions make the most powerful headings, because they match what people type into Google. They're not required. Keywords, though, are everything.

Headings come in levels. Your title is the biggest (called an **H1**). Main section headings are **H2s**. Smaller headings under those are **H3s**. Google reads these to understand what your page covers.

HOW IT LOOKS

H2: How often should you water a snake plant?

H3 skim hook: Spoiler: less than you think

Two to four short sentences answering the question, from your experience.

NOT A QUESTION? THAT'S OKAY

A heading like "Signs of overwatering" still works, as long as it holds a keyword. Questions simply carry more weight with Google plus readers. Aim for most headings to be questions, then relax about the rest.

What's a skim hook?

A skim hook is a short, playful or grounding line right under a heading. It catches the eye of someone scrolling fast, then pulls them into reading. Think of it as a little wink.

SKIM HOOK IDEAS

- Cheeky: "Your plant isn't dramatic. It's thirsty."
- Reassuring: "Good news, this one's fixable."
- Curious: "The answer surprised even me."

Break everything into bite sized pieces

Keep paragraphs to two to four sentences. White space is your friend. A wall of text feels like homework, while short blocks feel like a conversation.

Nothing here needs to be perfect. It only needs to exist.

INGREDIENT 5

Write from *lived* experience

Anyone can copy facts. Nobody can copy what you've lived.

Answer each question through your own unique perspective: what you've seen, tried, learned, gotten wrong. Google openly values first hand experience, plus readers can feel the difference instantly.

THE GOLDEN RULE

Your story is the spice. Their problem is the meal. Use the word **you** far more than **I**. Talk to one person, as if they're sitting across from you with a coffee.

ALL ABOUT ME

I've been in business for years. I've seen so many plants. I always tell my customers what I think.

ALL ABOUT YOU

If your plant's lower leaves are yellowing first, you're probably watering a little too often. I see it every week at the shop.

You already talk this way with clients. Now you're simply writing it down.

BONUS: THE EASY WAY

Talk it out, then *tidy* it up

Typing from a blank page feels heavy. Talking about what you know? You do that every day.

This is the shortcut. Write down the questions your post will answer, the same ones that become your headings. Then answer each one out loud with speech to text.

FIVE SIMPLE STEPS

1. **Write your questions.** Pull three to six from your keyword list.
2. **Open a voice tool.** Your phone's keyboard has a microphone button. Google Docs has Voice typing under Tools. Microsoft Word has a Dictate button. Apple devices have Dictation built in.
3. **Answer like you're talking to a client.** Skip editing, keep going, ramble a little, then move to the next question.
4. **Tidy it up.** Fix the typos, cut repeats, then break it into short paragraphs.
5. **Add the ingredients.** Links, images, meta description, YouTube video.

ANYONE CAN DO THIS

Your first one might feel clunky. You might laugh at what the microphone thinks you said. That's normal. By your fifth post, your voice gets clearer. Somewhere around post ten, you'll wonder why you ever stared at a blank page.

Little tricks that help

- Walk while you talk. Words often come easier on a stroll than at a desk.
- Pretend a favourite client asked you the question over coffee.
- Record three answers in one sitting, then tidy them another day.
- Say "new paragraph" out loud; most voice tools will start one for you.

You already know this stuff. Speech to text simply catches it before it floats away.

INGREDIENT 6

Five internal links, five *external* links

Links are how Google understands your website, plus how readers keep exploring.

Internal links: pointing to your own site

An internal link sends readers to another page on *your* website. Aim for five in every post: other blog posts, products, services, your about page, your booking page.

NOT MANY POSTS YET?

No problem. Make sure your website has at least five pages to link to, such as Home, About, Services, Shop, plus Contact. Over time, as you write more, link your posts to each other. When you publish something new, go back to an older post or two plus add a link to the new one.

External links: pointing to trusted voices

An external link sends readers to someone else's website. Add five per post, linking to respected people in your field, people you look up to, research, or anyone whose work adds depth to your article.

Think of these as references. You can briefly quote someone's work, then credit them by name with a link. It shows Google you've done your homework, plus it shows readers you're generous, not territorial.

EXTERNAL LINK TIPS

- Choose sources you'd genuinely recommend to a friend.
- Set them to open in a new tab, so readers don't lose your page.
- Keep quotes short, always with credit.

Write links people want to click

VAGUE

To learn more, click here.

CLEAR

Here's my guide to the best low light plants for apartments.

Links feel technical at first. After three posts, you'll add them without thinking.

INGREDIENT 7

Five images with *smart* file names

Google can't see your photos. It reads their names.

Use at least five images in every post. They break up text, give tired eyes a rest, plus help your post appear in Google Images.

Rename every file before you upload it

Your camera names photos with random numbers. Change each file name to describe what's in the picture, using descriptive words plus a keyword where it fits naturally. Separate words with hyphens.

BEFORE

`IMG_4821.jpg`

AFTER

`yellow-monstera-leaf-overwatering-signs.jpg`

Add alt text too

Alt text is a short description you add to each image when you upload it. It helps people using screen readers, plus it gives Google more context. Describe the image in a plain sentence.

ALT TEXT EXAMPLE

A monstera leaf turning yellow at the edges, a common sign of overwatering.

Include at least one photo of you

People connect with faces. A photo of you making eye contact, or a behind the scenes shot of you at work, builds trust faster than any paragraph can.

Renaming files takes seconds. Future you will be grateful.

INGREDIENT 8

Newsletter signup plus a *YouTube* video

Turn a one time visitor into someone who hears from you again.

Invite readers to your newsletter

Someone who finds your blog through Google might never come back on their own. A newsletter signup changes that. Add an invitation near the top of your post, then again at the end.

> MAKE IT TEMPTING
>
> Offer something small plus useful in return, like a free checklist, a downloadable guide, or early access to new products. "Join my newsletter" is fine. "Get my free plant care calendar" gets far more signups.

Embed a YouTube video at the very bottom

To **embed** a video means it plays right inside your post. Visitors who watch stay on your page longer, which tells Google your page is worth showing.

The video doesn't need to be yours. Making your own is wonderful, though it's a lot of work. Any helpful video on the topic works. On YouTube, click **Share**, then **Embed**, then paste that code into your post.

INGREDIENT 9

Write a meta *description*

This is the little summary that appears under your title in Google results.

Keep it brief, around 150 to 160 characters. Describe what the reader will get, using your main keyword once. Most website platforms or SEO plugins have a box for it near the bottom of the post editor.



INGREDIENT 10

Timing plus *consistency*

Write for where your readers will be in a few weeks, not where they are today.

Google revisits websites regularly, often every couple of weeks, to find new posts. It takes time for a fresh article to start showing up in search results. That means timing matters.

> **STAY AHEAD OF THE SEASON**
>
> Publish a few weeks to a month before a season or holiday. Writing about holiday plants? Post it in early November, not the week before Christmas. Think about what your customers will be searching for next month, then write it today.

Pick a rhythm you can keep

Consistency beats perfection. Start strong with the six week sprint on the next page. After that, settle into a pace you could keep for a full year, even in a busy season, then put it in your calendar like a client appointment.

> **WHEN YOU FALL BEHIND**
>
> You will, at some point. Everyone does. Skip the guilt, skip the catching up. Simply write the next post. Your blog doesn't need an apology, only a new entry.

After the sprint: a simple monthly plan

- **Week one:** pick next month's topics from your keyword list.
- **Week two:** write.
- **Week three:** add links, images, plus your meta description.
- **Week four:** publish, then share it with your newsletter plus socials.

BONUS: THE CHALLENGE

The six week *sprint*

Three posts a week for six weeks. Eighteen posts. That's how you build momentum Google notices.

A handful of posts barely registers. Eighteen posts, all linked to each other, give Google a clear picture of what you're about, plus they give readers a reason to stay. It's also how writing turns into a habit instead of a chore.

It sounds like a lot. With the talk it out method, each post becomes a little talking, a little tidying, plus the ingredients. You can absolutely do this.

Week 1	☐ Post one	☐ Post two	☐ Post three
Week 2	☐ Post one	☐ Post two	☐ Post three
Week 3	☐ Post one	☐ Post two	☐ Post three
Week 4	☐ Post one	☐ Post two	☐ Post three
Week 5	☐ Post one	☐ Post two	☐ Post three
Week 6	☐ Post one	☐ Post two	☐ Post three

MAKE THE SPRINT EASIER

- Choose all eighteen topics before week one starts.
- Publish on the same three days every week, like Monday, Wednesday, Friday.
- Mix your blog types plus categories so nothing feels repetitive.
- Link each new post to at least one you've already written.
- Celebrate at week three. You're halfway there.

Six weeks from now, you'll have a blog that works for you while you sleep.

PRINT ME

Your before you publish *checklist*

Run through this every single time. Tick each box, then hit publish.

KEYWORDS

- [ ] Post is built around one keyword
- [ ] Long tail phrases appear naturally

TITLE

- [ ] Short, clear, searchable
- [ ] Keyword near the start
- [ ] Slug is short

TOP OF POST

- [ ] Reading time added
- [ ] Jump buttons to each section

HEADINGS

- [ ] Every H2 is a real question
- [ ] Skim hooks under headings
- [ ] Paragraphs are two to four sentences

VOICE

- [ ] Lived experience included
- [ ] "You" appears far more than "I"

LINKS

- [ ] Five internal links
- [ ] Five external links
- [ ] Older posts updated to link here

IMAGES

- [ ] At least five images
- [ ] Every file renamed
- [ ] Alt text on every image
- [ ] At least one photo of you

EXTRAS

- [ ] Newsletter invite near top plus end
- [ ] YouTube video at the bottom

META

- [ ] Meta description, about 155 characters

TIMING

- [ ] Published ahead of the season
- [ ] Next post is in the calendar

WORDS TO KNOW

A plain language *glossary*

New to all this? Here's what every term means, minus the jargon.

SEO
Search engine optimization. Everything you do to help Google understand your page, then show it to the right people.

Keyword
A word or phrase people type into Google, like "plant shop."

Long tail keyword
A longer, more specific phrase, like "best low light plants for apartments." Fewer searches, though the people searching know exactly what they want.

H1, H2, H3
Heading sizes. H1 is your title, H2s are main sections, H3s sit underneath them.

Skim hook
A short, catchy line under a heading that grabs someone scrolling quickly.

Internal link
A link to another page on your own website.

External link
A link to someone else's website.

Slug
The end of a web address, after the slash, like `/why-monstera-leaves-turn-yellow`.

Alt text
A written description of an image, read by screen readers plus Google.

Embed
Placing content from another site, like a YouTube video, so it plays right on your page.

Meta description
The short summary under your title in Google results.

Crawl
When Google visits your website to read it, then adds new pages to its search results.

ONE LAST THING

If all of this still feels like a lot, go back to the very first step. Write down your four words. That's today's job, nothing more. Every great blog started with someone who simply began.