Recipe Title

- Clear and straightforward (avoid fluff)
- Add descriptive words if helpful: "Easy," "5-Minute," "Filipino-Inspired," etc.

Intro Summary (2–3 sentences)

- What is the recipe?
- Who is it for?
- What makes it unique?
- This is where AI and Google grab info → keep it simple and intentional.

Internal Linking: 2 recipes ONLY, 1 sentence.

Choose links from this document: Internal Linking (Page views through the years and those with low page views.

Advanced Jump To

Why You'll Love This Recipe

- 2–3 short paragraphs max
- Highlight cultural connection (esp. if Filipino)
- Mention dietary fit (vegan, dairy-free, beginner-friendly)
- Mention a health benefit of an ingredient.

The Story Behind [Dish/Topic] This is ONLY for Filipino Recipes

Cultural or Context Section: Highlight cultural connection, 1-2 short paragraphs max

Where [Dish/Topic] Comes From [This question is ONLY for Filipino Recipes]

How did it come to be? Where was it first created? And who made it? Use simple words, and write in 3-5 sentences.

When is this Dish Typically Enjoyed? [This question is ONLY for Filipino Recipes]

Background content: Is this popular at certain times of year? Special holidays?

Ingredients List

- List clearly without measurements but with Amazon Links
- Add optional notes below (e.g., "can sub with almond milk")

Instructions

- Use **numbered steps**
- Keep each step 1–2 lines max
- Use plain language (no jargon!)
- Use a max of 4 step-by-step photos.
  Check out this Canva Link for Step-by-Step Photos

Substitutions & Variations

- Add 3–5 helpful notes:
- Ingredient swaps
- Mistake to avoid
- Storage tips
    - These ingredients do/don't stand up well to freezing for X days/weeks/months.
    - Store the wet ingredients (lettuce, tomato, onion) separately from the dry ingredients (buns) in the fridge, and recombine when ready. Good for 2-3 days.

FAQs (Add 3–4 questions)

- Answer reader questions
- Think of beginner cooks or people unfamiliar with the dish.

WPRM Recipe

You Might Also Like

- Add 2–3 internal links to related recipes

Recipes for Every Moment (Micro Moments Section)

- Use the template:
  ✨ "[Real-life moment]" → [Why this recipe helps]

Examples, please don't include in blog post, this is just for an example:

- Suddenly craving something sweet, but don't want to bake for hours? → This 30-minute cookie recipe saves the day!
- Kids are home from school, demanding a snack, and you're out of ideas? → Our no-bake energy bites are quick, healthy, and kid-approved.
- Hosting last-minute guests and need an impressive dessert? → Our elegant chocolate lava cakes are surprisingly easy and always a showstopper.
- Want to impress your significant other with breakfast in bed? → Our fluffy buttermilk pancakes will make their morning extra special.
- Meal prepping for the week and need a versatile, healthy side? → Our roasted veggie medley is perfect for salads, bowls, or just by itself.

- Is it scorching hot outside, and you need to cool down ASAP? → Our homemade fruit popsicles are the ultimate refreshing treat.

✍️ WRITING STYLE & TONE

- Friendly and supportive
- 8th-grade reading level
- Clear, step-by-step
- Avoid overly technical or "food blogger" fluff
- Include cultural notes when relevant (esp. Filipino or Asian influence)

⚠️ REMINDERS

- Always check if Raptive is being used (avoid words like "vegan" in specific fields if needed)
- Photos should be compressed and named properly
- One featured image + at least 2 in-post images (vertical preferred)

🔑 KEY HIGHLIGHTS

- **Concise Recipes:** If a recipe uses just 5–6 ingredients, aim to keep it brief and focused—readers appreciate simplicity!

  NOTE: Google is pushing down websites that have long content. It checks the contents that are great for users and answers the questions directly.

- **Step-by-Step Photos:** For very short recipes, include no more than two in-process shots to illustrate the most critical steps.

- **Reader-First Approach:** Strip out unnecessary fluff. Deliver exactly what our audience needs—clear instructions, quick tips, and tasty results.

More Resources:

- Recipe Guideline Checklist
- Additional Checklist
- How To Find the Flesch Reading Score
- Importance of Transition Words