

25 Blogging Tips for Beginners to Get Better at Blogging (Fast)



In this article, you'll learn 25 practical blogging tips that cover everything from picking a niche and writing headlines that earn clicks, to promoting your content and monitoring performance across both search engines and AI platforms. Each tip is actionable, backed by real examples, and designed so you can start applying it today.

1. Pick a niche that balances passion, reach, and profit

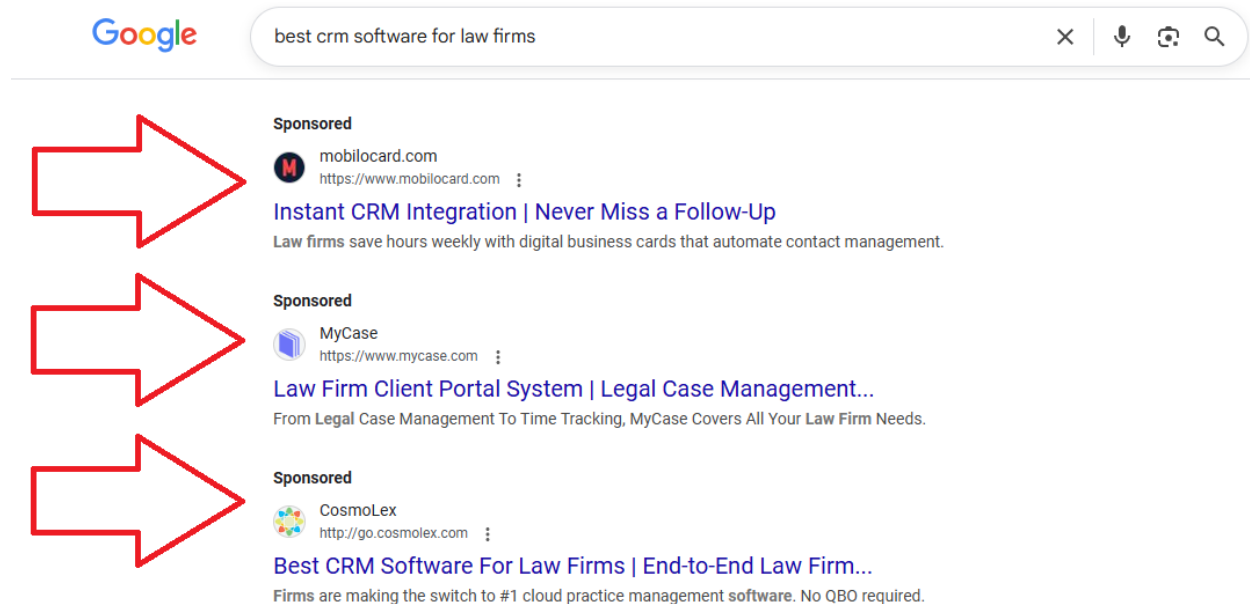
A niche gives your blog focus. Without one, you're writing for everyone, which means you're writing for no one.

The right niche sits at the intersection of three things: something you care about, something enough people search for, and something with money behind it.

Passion keeps you going. Blogging is a long game. If you're writing about a topic that bores you, your content will reflect it—and readers will notice.

Reach determines your ceiling. A niche like "recipes" is enormous but brutally competitive. A niche like "vegan air fryer desserts" is specific but limited. The sweet spot is something like "vegan recipes" where you can expand laterally into meal prep, snacks, and baking as you grow.

Profit potential decides whether this can become a business. A quick way to check: Google a few core keywords in your niche. If you see ads at the top, companies are paying to appear there. That means there's money in the space.



If there are zero ads and only informational results, the niche may lack commercial viability. You don't have to sacrifice passion, but you do need to be honest about whether the topic can sustain revenue.

2. Choose a blogging platform

Your blogging platform (also called a content management system, or CMS) is where you write, publish, and manage everything. Most are free to start with.

The most popular self-hosted options are:

Platform	Best For	Cost
WordPress	Full control, thousands of plugins, most popular CMS globally	Free (hosting separate)
Ghost	Clean writing experience, built-in newsletters	Free self-hosted / Paid managed
Webflow	Design-first bloggers who want visual control	Free tier / Paid plans
Squarespace	Beginners who want an all-in-one solution	Paid

If you're unsure, go with WordPress. [Roughly 43% of all websites](#) run on it, which means there's a plugin, theme, or tutorial for virtually anything you need.

Read our full guide on the [best blogging platforms](#) to compare your options in more detail.

3. Know your audience before you write a single post

Your audience defines everything: the language you use, the depth you go into, and the examples you choose.

Here's what this looks like in practice. Say you run a finance blog. If your audience is college students, you'd write about budgeting apps and student loan repayment strategies. If your audience is CFOs, you'd write about treasury management and capital allocation frameworks. Same broad topic, completely different content.

To build a basic reader profile, answer four questions:

1. **Who are they?** Job title, experience level, demographics.
2. **What are they struggling with?** The specific pain points that would lead them to your blog.
3. **What do they already know?** This determines whether you write at a beginner, intermediate, or advanced level.
4. **Where do they hang out online?** This tells you where to promote your content later.

The mistake most beginner bloggers make is skipping this step and writing for a vague, general audience. The result is content that feels generic—because it is.

4. Cover topics people are actually searching for

Over half of all website traffic comes from organic search. That makes ranking on Google for topics people regularly search for one of the most reliable ways to get consistent traffic.

The process of finding these topics is called [keyword research](#). Here's how to do it:

1. Open a keyword research tool like [Analyze AI's free Keyword Generator](#), Google Keyword Planner, or a paid tool like Ahrefs Keywords Explorer.
2. Enter a broad keyword related to your niche (e.g., "home workouts").
3. Filter for question-based keywords to find blog post ideas (e.g., "how to do push-ups at home," "best home workout for beginners").
4. Prioritize topics by traffic potential—how much traffic you could realistically get if you ranked in the top 3.

The screenshot shows the SE Ranking Keyword Research tool interface. The search bar contains 'best korean restaurants in nyc'. The results table lists various keyword suggestions with their difficulty, search volume, trend, search intent, SERP features, CPC, and competition. The first row is highlighted with a red border.

KEYWORD (2,020)	DIFFICULTY	SEARCH VOL.	TREND	SEARCH INTENT	SERP FEATURES	CPC	COMPETITION
> best korean restaurants in nyc	20	10		L C	📍 📺 ⭐	\$1.32	0.03
> best restaurants nyc	51	90.5K		L C	📍 📺 📄 ⭐	\$0.84	0.07
> best restaurants in nyc	46	60.5K		L C	📍 📺 ⭐	\$0.2	0.07
> nyc best italian restaurants	44	33.1K		L C	📍 📺 ⭐	\$1.88	0.04
> best restaurant in nyc	51	33.1K		L C	📍 📺 📄 ...	\$0.84	0.07
> best italian restaurants nyc	40	33.1K		L C	📍 📺 ⭐	\$1.88	0.04
> best nyc restaurants	48	27.8K		L C	📍 📺 📄 ⭐	\$0.84	0.07
> best nyc restaurant	47	27.8K		L C	📍 📺 📄 ⭐	\$0.84	0.07
> best restaurant nyc	48	27.1K		L C	📍 📺 📄 ...	\$0.84	0.07

If you don't want to pay for a tool yet, start with free options. Type your niche keyword into Google and look at the "People Also Ask" section and autocomplete suggestions. Both reveal real questions your audience is searching for.

You can also try Analyze AI's [Keyword Difficulty Checker](#) to gauge how hard it would be to rank for a given term, or the [SERP Checker](#) to see what's currently ranking.

For more detailed methods, read our guide on [how to find new keywords](#).

Don't forget: people are also searching in AI

Here's something most blogging guides won't tell you: Google isn't the only place people discover content anymore.

Millions of people now ask ChatGPT, Perplexity, Claude, and Gemini questions that they used to type into Google. When someone asks an AI chatbot "what's the best home workout for beginners?", the AI pulls from web sources and cites them. If your blog post is one of those sources, you get traffic.

This isn't a replacement for SEO—it's an additional organic channel. And the blogs that show up in AI answers tend to share a few traits: they're well-structured, deeply informative, cite original data, and answer questions directly.

We'll cover how to monitor this traffic in [tip 17](#).

5. Write headlines that earn the click

Your headline is the single biggest factor in whether someone clicks on your post or scrolls past it. It doesn't matter how good your content is if no one opens it.

Start with a working headline—something functional that describes the post. Then improve it using the ABC formula:

- **A – Adjective:** Add a descriptive word that creates interest (“proven,” “simple,” “essential”).
- **B – Benefit:** Make the value clear. What will the reader get?
- **C – Confidence booster:** Add a reason to trust the content (“backed by data,” “with examples,” “step-by-step”).

For example, if your working headline is “SEO Tips,” your improved version might be: “12 Proven SEO Tips to Double Your Organic Traffic (With Examples).”

A few more headline tips that matter:

- **Use numbers.** Listicle headlines consistently get higher click-through rates because they set clear expectations.
- **Front-load the keyword.** If your target keyword is “blogging tips,” put it near the beginning of the headline, not buried at the end.
- **Test your headline with Analyze AI’s free Blog Title Generator** if you’re stuck. It can help you brainstorm variations quickly.

6. Write intros that hook readers in the first two sentences

Your headline earned the click. Now your intro needs to justify it.

Most blog intros fail because they start with filler. Things like “In today’s digital world...” or “Have you ever wondered...?” These generic openers signal to the reader that the rest of the post will be equally generic.

Instead, use the PAS formula:

Problem: State the specific pain point your reader has. **Agitate:** Make them feel the weight of that problem. **Solution:** Tell them what this post will help them do about it.

Here's an example for a post about email subject lines:

You spend 45 minutes writing an email. Your subject line takes 5 seconds. And then nobody opens it. The average office worker receives 121 emails per day—your subject line is competing against 120 others for attention. This guide breaks down 9 proven formulas for writing subject lines that actually get opened.

Notice how the intro doesn't waste time with background context the reader already knows. It jumps straight into a problem, twists the knife, and offers a clear payoff for reading.

For a deeper breakdown, read Grow and Convert's guide on [how to write great blog introductions](#).

7. Make your content easy to read

Readability isn't about dumbing things down. It's about removing friction so readers can absorb your ideas without effort.

Here's a checklist:

- **Keep paragraphs short.** Two to three sentences max. Walls of text make readers bounce.
- **Use subheadings (H2–H4) that describe what follows.** Readers skim before they commit to reading. Your subheadings should work as a standalone summary of the post.
- **Write short sentences.** If a sentence needs a comma, a dash, and a semicolon, break it into two or three sentences instead.
- **Use simple words.** "Use" beats "utilize." "Start" beats "commence." Write the way you'd explain something to a smart friend over coffee.
- **Add images, screenshots, and diagrams** to break up long sections and illustrate your points.
- **Read your draft out loud.** If you stumble over a sentence, rewrite it.

One test that works well: paste your draft into the [Hemingway Editor](#). It highlights complex sentences, passive voice, and readability issues. Aim for a Grade 6–8 reading level for most blog content.

For a deeper look at useful [writing tools](#) that can help with readability, check our roundup.

8. Create a detailed outline before you write

An outline prevents writer's block and keeps your post focused. Without one, you'll ramble, repeat yourself, and miss important subtopics.

A good outline has three parts:

Introduction: Jot down the problem, the agitation, and the promise you'll make. (See [tip 6.](#))

Body: List every subtopic you plan to cover. Order them logically—either chronologically, by importance, or by difficulty. Under each subtopic, note the key points, examples, and screenshots you'll include.

Conclusion: Summarize the main takeaway and tell the reader what to do next.

If you're struggling to come up with subtopics, do this: Google your main keyword and open the top 5 ranking posts. Look at their H2s and H3s. Note the common subtopics they all cover—those are table stakes. Then look for gaps: what did none of them mention that your reader would benefit from knowing?

That gap is your information gain—the part of your post that justifies its existence.

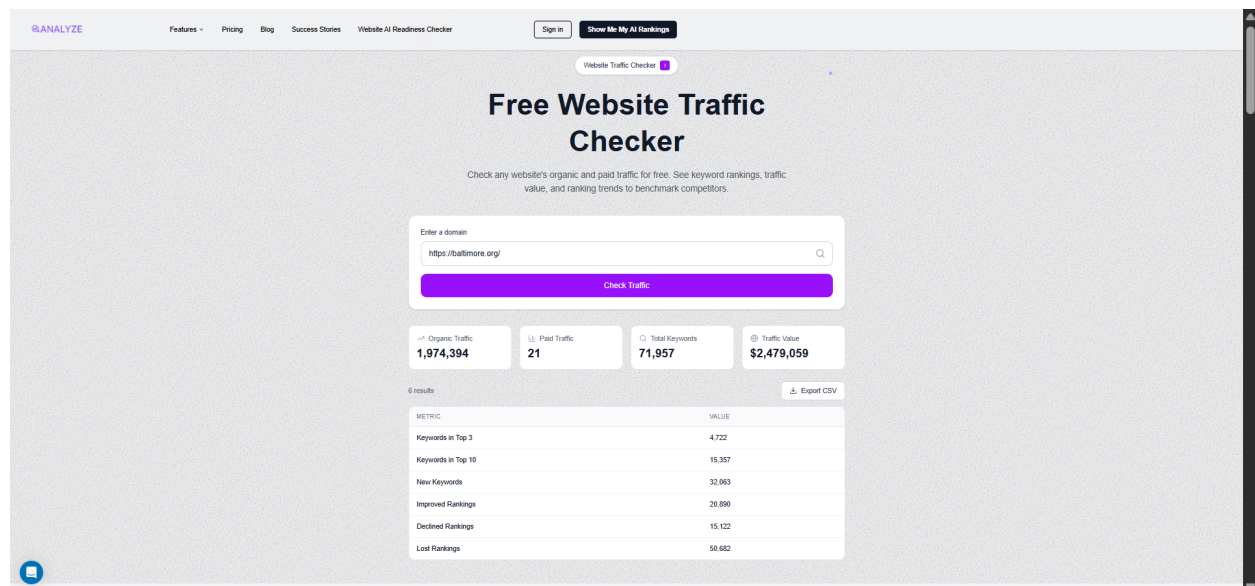
You can also use Analyze AI's free [Outline Generator](#) to get a starting structure, then customize it based on your research.

9. Study your competitors' top-performing content

One of the fastest ways to find proven blog post ideas is to look at what's already working for competitors in your niche. They've already done the keyword research, written the content, and earned the rankings. Your job is to find their best-performing pages and create something better.

Here's how to do it with a free tool:

1. Go to [Analyze AI's Website Traffic Checker](#).
2. Enter a competitor's domain.
3. Look at their top pages by estimated organic traffic.



The pages at the top of the list are the ones driving the most search traffic. If a competitor's guide on "email marketing tips" is getting an estimated 15,000 monthly visits, that's a proven topic worth targeting.

But don't just copy their structure. Read their post carefully, note what's missing, and fill those gaps with original insights, better examples, or more actionable steps. That's how you win.

Find competitors you didn't know you had in AI search

Traditional SEO competitor research only shows you who ranks on Google. But there's a second competitive landscape forming in AI search results—and the competitors there are often different.

When someone asks ChatGPT or Perplexity a question in your niche, the AI cites specific brands and sources. Some of those brands may not even rank well on Google, but they dominate AI answers because their content is structured in a way that AI models favor.

With [Analyze AI's Competitors dashboard](#), you can see exactly which brands are being mentioned alongside yours in AI responses—and how often.

Suggested competitors 19 suggestions		Entities frequently mentioned that you haven't tracked yet.			
Name	Website (guess)	Mentions	Seen	Actions	
SAP SuccessFactors	 https://www.sap.com/products/hcm.html	16	3/11/2026 – 3/17/2026	<button>Track</button>	<button>Reject</button>
Phenom	 https://phenom.com	13	3/11/2026 – 3/17/2026	<button>Track</button>	<button>Reject</button>
SeekOut	 https://seekout.com	13	3/11/2026 – 3/17/2026	<button>Track</button>	<button>Reject</button>
hireEZ	 https://hireez.com	11	3/11/2026 – 3/17/2026	<button>Track</button>	<button>Reject</button>
Visier	 https://www.visier.com	9	3/12/2026 – 3/17/2026	<button>Track</button>	<button>Reject</button>
Eightfold.ai	 https://eightfold.ai	8	3/11/2026 – 3/16/2026	<button>Track</button>	<button>Reject</button>
LinkedIn Learning	 https://www.linkedin.com/learning	8	3/11/2026 – 3/16/2026	<button>Track</button>	<button>Reject</button>
Degreed	 https://degreed.com	8	3/11/2026 – 3/16/2026	<button>Track</button>	<button>Reject</button>
Pluralsight	 https://www.pluralsight.com	6	3/11/2026 – 3/16/2026	<button>Track</button>	<button>Reject</button>
Loxo	 https://loxo.co	6	3/12/2026 – 3/16/2026	<button>Track</button>	<button>Reject</button>

This gives you a view of the competitive landscape that no traditional SEO tool provides. You might discover that a smaller competitor is getting cited by ChatGPT 16 times per week while you're not mentioned at all. That's a gap worth closing.

10. Get feedback before you hit publish

Writing in isolation is one of the most common mistakes beginner bloggers make. You're too close to your own content to catch unclear explanations, weak arguments, or awkward phrasing.

Before publishing, get at least one other person to read your draft. Ask them specific questions:

- Is anything confusing or unclear?
- Did you get bored or lose interest at any point?
- Is there anything you expected to see that's missing?

If you don't have a colleague or editor, join a blogging community on Reddit (r/blogging), Facebook groups, or Slack communities in your niche. Many have feedback threads where members review each other's work.

Another option: read your post out loud to yourself. You'll catch awkward phrasing, run-on sentences, and logical gaps that you'd miss reading silently.

11. Create and stick to an editorial calendar

An editorial calendar turns blogging from an inconsistent hobby into a reliable system. It helps you plan topics in advance, space out your publishing, and avoid the panic of "what should I write about next?"

You don't need fancy software. A simple Google Sheet with columns for publish date, topic, target keyword, status, and author works fine for most bloggers.

The screenshot shows a Google Sheet titled 'Status' with columns A through F. Column A is 'Month', B is 'Category', C is 'Post Title', D is 'Date', E is 'Status', and F is 'Link'. The sheet contains data for March and April. The 'Status' column (E) is highlighted with a blue background. A 'Conditional format rules' sidebar is open on the right, showing a rule for the range E1:E10, E13:E1000. The rule is 'Text contains' with the value 'Published'. The formatting style is 'Default' with a color scale showing '123' in green, yellow, and red.

	A	B	C	D	E	F
	Month	Category	Post Title	Date	Status	Link
1						
2						
3	March	Tutorial	Screenshot Tools, Tips and Shortcuts	3/17/2016	Published	
4		Productivity	How to Pick Project Management Software	3/22/2016	Published	
5		Roundup	Best Outline Apps	3/24/2016	To Update	
6		Tutorial	Infusionsoft Everything	3/29/2016	Published	
7		Tutorial	Manage Multiple Accounts	3/31/2016	Draft	
8	April	Internal	Welcoming Business Development Leader Cody Jones	1/1/2016	Published	
9		Roundup	The Best Project Management Software	4/4/2016	Published	
10		Tutorial	How to Manage Personal Tasks with a Project Management App	4/7/2016	Published	
11		Tutorial	Spreadsheets for Writing	4/10/2016	Draft	
12		Internal	Zapier Tips	4/13/2016	Draft	
13						
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21						

If you want something more visual, try:

- **Notion** (free tier available)
- **Trello** (kanban-style boards)
- **Airtable** (spreadsheet meets database)
- **Google Calendar** (minimal but effective)

The key is consistency. Whether you publish once a week or twice a month, stick to the schedule. Consistency builds audience trust and gives search engines a reason to crawl your site regularly.

For more on building a content strategy that drives results, read our [SEO content strategy guide](#).

12. Share every post on social media

Even if you have zero followers, share every blog post on social media. Here's why: people search within social platforms, not just Google.

Pinterest, TikTok, and YouTube all function as search engines. Someone searching "beginner meal prep ideas" on Pinterest can discover your blog post even if they've never heard of you.

A few tactical tips:

- **Repurpose your blog post into native content.** Don't just drop a link. Turn key points into a carousel for LinkedIn, a short video for TikTok, or an infographic for Pinterest.
- **Use relevant hashtags and keywords** in your captions. Social platforms index this content for their internal search.
- **Engage in comments and discussions** on other people's posts in your niche. This builds visibility without needing a following.
- **Use a scheduling tool like [Buffer](#) or [Hootsuite](#)** to batch-schedule your social posts so you're not spending all day on promotion.

Social media traffic tends to spike and fade. But it serves an important purpose early on: it gets your content in front of real people who can share it, link to it, and help it build momentum before search traffic kicks in.

13. Build your email list from day one

Most beginner bloggers delay building an email list because it feels premature. That's a mistake. An email list is the only traffic source you fully own. Google can change its algorithm. Social media platforms can throttle your reach. But your email list? That's yours.

Here's how to start:

1. **Sign up for a free email marketing tool.** ConvertKit, Mailchimp, and MailerLite all have free tiers.
2. **Add an opt-in form to your blog.** Place it in the sidebar, at the end of posts, and in a popup (with a delay—don't ambush visitors).
3. **Offer something in exchange for the email.** A checklist, template, or short PDF related to your content performs much better than "subscribe to my newsletter."
4. **Send consistently.** Even a short weekly email with your latest post and one useful tip is enough to keep subscribers engaged.

Think of it this way: someone who voluntarily gives you their email is asking to hear from you. If you don't offer that option, you're losing your most engaged readers.

14. Use AI tools for the tedious parts of blogging

AI tools won't write great blog posts for you. But they can handle the tasks that drain your time without requiring your unique perspective.

Here's where AI tools actually help:

Task	Why AI Works Here
Writing meta descriptions	Formulaic, character-limited, benefits from testing variations
Brainstorming headline options	Generates volume quickly; you pick the best one
Rewording awkward sentences	Faster than staring at the same sentence for 10 minutes
Creating outlines from a topic	Gives you a starting structure to customize
Summarizing research	Condenses long source material into usable notes

Where AI falls short: writing the actual post. AI-generated content tends to be generic, lacks specific examples, and reads like it was written by someone who Googled the topic for five minutes. Your readers can tell.

Use AI as an assistant, not a ghostwriter. You can try Analyze AI's [free AI writing tools](#)—including the [Meta Description Generator](#), [Blog Title Generator](#), and [Paraphrasing Tool](#)—for the tasks where AI genuinely saves time.

15. Actively promote your blog beyond social media

Publishing and sharing on social media is a start, but it's not a promotion strategy. If you want meaningful traffic growth, you need to be more deliberate.

Here are three promotion tactics that work:

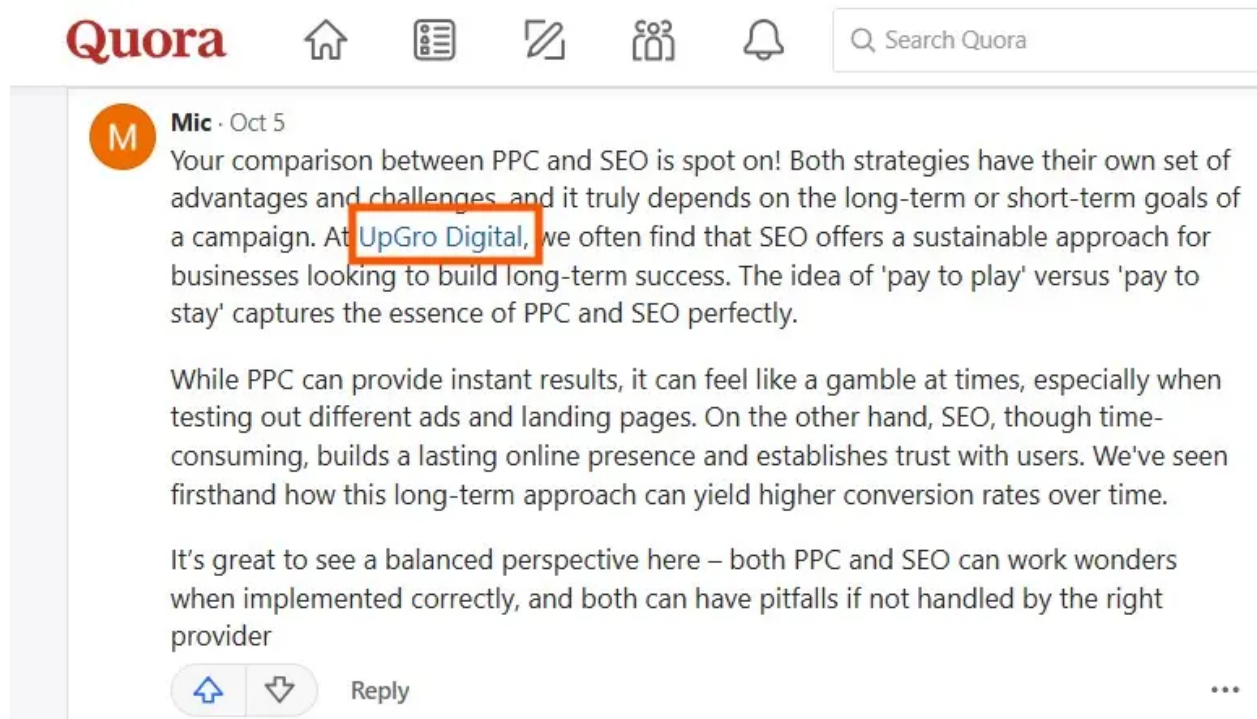
Search engine optimization (SEO)

SEO is how blogs generate hundreds of thousands of monthly visitors without paying for ads. It involves optimizing your content for specific keywords, earning backlinks from other sites, and making sure your site is technically sound. If you're new to SEO, start with our guide on the [4 pillars of an effective SEO strategy](#).

Online communities

Reddit, Quora, and niche forums are goldmines for promotion—if you do it right. Don't just drop links. Answer questions thoroughly and link to your post only when it's genuinely the best resource for the reader.

A useful tactic: search for your niche keyword on Quora or Reddit, find the highest-traffic threads, and write detailed responses that reference your blog post as further reading.



Guest blogging

Writing for established blogs in your niche exposes your name and your blog to an audience that already cares about your topic. Most blogs have “write for us” pages. Start with smaller sites and work your way up as you build a portfolio.

For a more detailed playbook on building authority through content, read our [off-page SEO guide](#).

16. Use internal links strategically

Internal links—links from one page on your blog to another—serve two purposes. They help readers find related content, and they help search engines understand the structure and hierarchy of your site.

Every blog post you publish should link to at least 2–3 other relevant posts on your blog. And when you publish a new post, go back and add links to it from your older, related content.

Here’s a simple process:

1. After publishing a new post, search your blog for your new post’s main keyword.
2. Find 3–5 older posts where mentioning that topic is natural.
3. Add a contextual link from each of those posts to your new post.

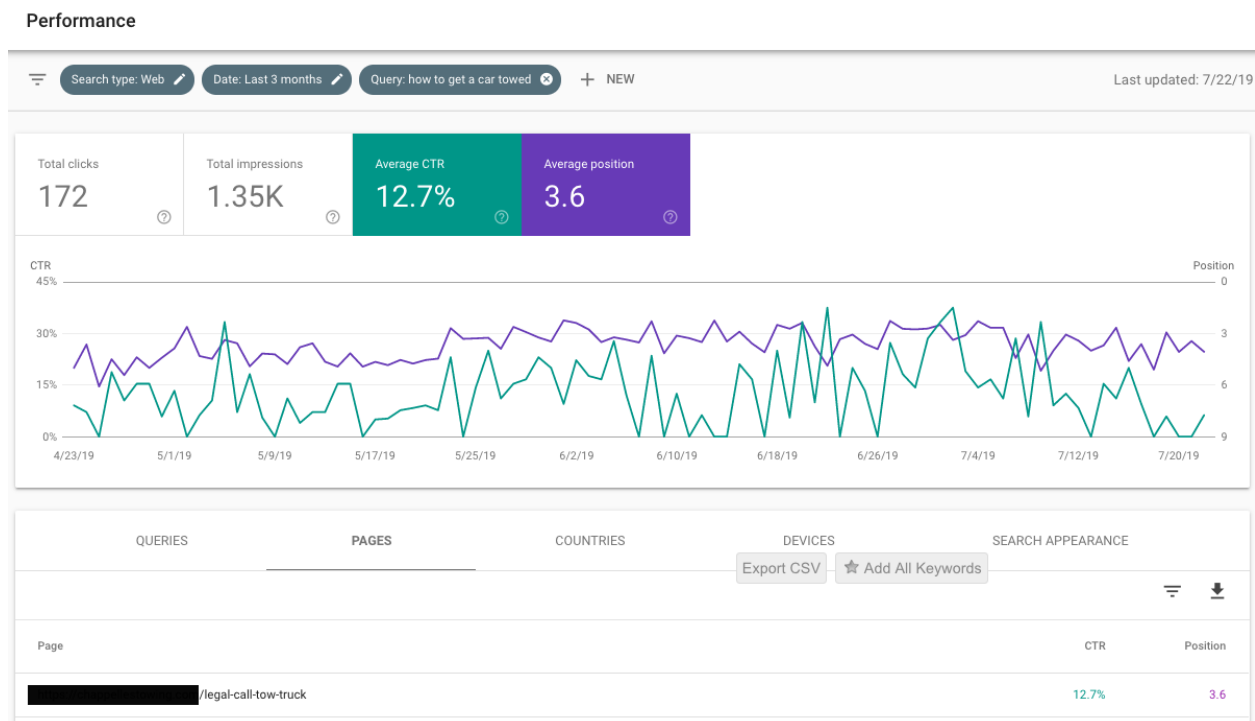
This takes 10 minutes and can noticeably improve how your new post ranks.

If your blog has grown large enough that finding internal linking opportunities manually is tedious, you can use a tool like [Analyze AI's Broken Link Checker](#) to audit your site and spot broken or missing links. For a full walkthrough, check our guide on [internal linking for SEO](#).

17. Monitor your blog's performance across search and AI

You can't improve what you don't measure. At minimum, set up these two free tools on day one:

- **Google Search Console:** Shows which keywords bring traffic from Google, your click-through rates, and any technical issues with your site.
- **Google Analytics:** Tracks overall traffic, user behavior, bounce rates, and conversions.



Use these tools to find insights you can act on. For example, if a post gets high impressions but low clicks, your headline probably needs improvement. If a post gets traffic but a 90% bounce rate, your content might not be matching search intent.

For more analytics tools, see our roundup of [free SEO reporting tools](#).

Monitor your AI search traffic too

Here's where most bloggers have a blind spot: they don't track traffic from AI platforms.

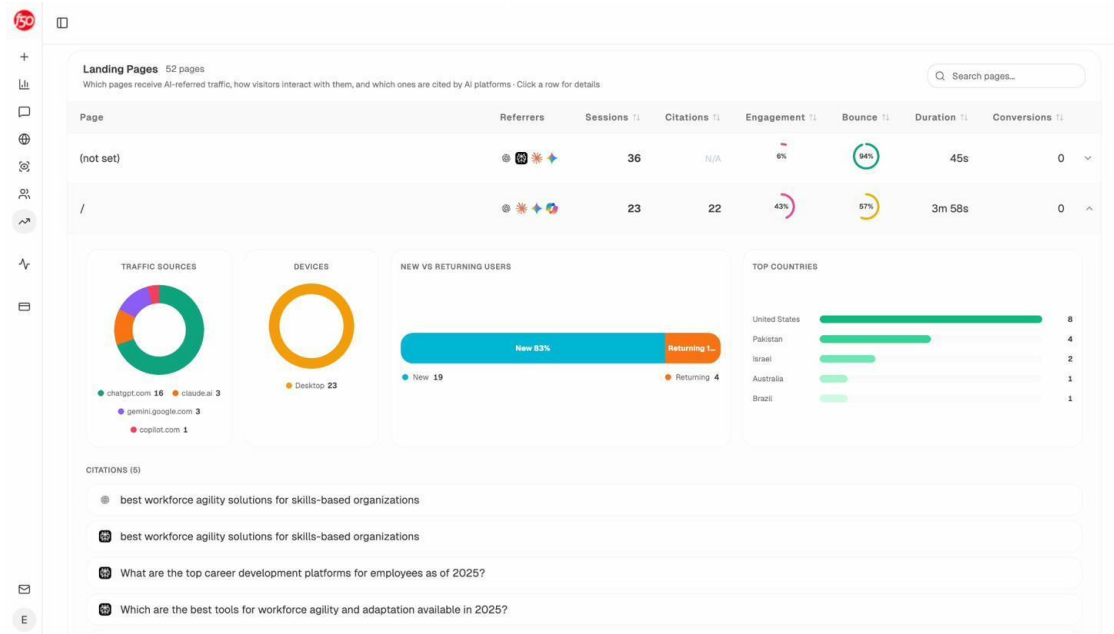
When someone uses ChatGPT, Perplexity, or Claude and clicks a citation link to your blog, that visit shows up in your analytics—but it's easy to miss if you're not looking for it. This

traffic is growing fast, and for some blogs, it already accounts for a meaningful share of total visits.

[Analyze AI's AI Traffic Analytics](#) connects to your Google Analytics and shows you exactly how much traffic AI platforms are sending to your blog, which AI engines drive the most visits, and which specific pages receive AI-referred traffic.



You can even drill down to the landing page level. This shows you which of your blog posts AI engines are sending people to—so you can double down on what's working and replicate the format for future posts.



For example, if you notice that your “how-to” guides consistently receive AI traffic while your opinion pieces don’t, that’s a signal. AI engines tend to cite content that directly answers questions with clear, structured information. Knowing this lets you make smarter decisions about what to publish next.

18. Don’t limit yourself to one monetization method

Many bloggers rely solely on display ads. Others only do affiliate marketing. Both work, but using just one leaves money on the table.

Here’s a more complete view of how blogs make money:

Method	How It Works	When It Works Best
Display ads	Ad networks like Mediavine or Ezoic place ads on your pages	High-traffic blogs (50k+ monthly pageviews)
Affiliate marketing	You recommend products and earn a commission per sale	Niche blogs with buying-intent content
Sponsored posts	Brands pay you to write about their product	Blogs with an engaged, defined audience
Digital products	Sell ebooks, templates, courses, or tools	Blogs with expertise and a loyal readership
Services	Offer consulting, coaching, or	Blogs that demonstrate clear expertise

Method	How It Works	When It Works Best
	freelancing through your blog	

The key principle: diversify. Don't depend on a single income stream. And test different approaches—RPMs vary significantly between ad networks, and affiliate commissions differ widely between programs.

19. Include expert quotes in your content

You don't need to know everything about a topic to write a great post about it. You just need access to people who do.

Including expert quotes in your blog posts adds credibility, makes your content more interesting, and differentiates it from the hundreds of other posts on the same topic.

Here's how to find experts:

1. **Search LinkedIn** for people with relevant job titles or expertise.
2. **Check who's publishing content on your topic.** Look at bylines on industry blogs, podcast guests, and conference speakers.
3. **Use platforms like [Help a Reporter Out \(HARO\)](#) or [Qwoted](#)** to connect with experts who want to be quoted.

When you reach out, make it easy to say yes. Send a specific question (not "can you tell me about SEO?") and give them a deadline. Most experts will respond if the ask is clear and low-effort.

20. Use real examples to back up every claim

Examples are what separate a useful blog post from a forgettable one. Every time you make a claim, show a specific example that proves it.

Bad: "Headlines with numbers perform better." Better: "Headlines with numbers perform better. For example, our post '12 Proven Link Building Strategies' gets a 34% higher click-through rate than our post 'Link Building Strategies That Work'—same topic, same ranking position, different headline format."

The second version is more convincing because it gives the reader something concrete to evaluate. It shows you've actually tested this, not just read it somewhere.

A good rule of thumb: if you make a claim and can't support it with a real example, a data point, or a case study, either find one or remove the claim. Vague assertions erode trust.

21. Optimize for search intent

Search intent is the reason behind a search query. Google is extremely good at figuring out what searchers want—and it rewards content that matches.

There are four types of search intent:

Intent Type	What the Searcher Wants	Example Query
Informational	Learn something	“what is keyword research”
Navigational	Find a specific page	“Analyze AI login”
Commercial	Compare options before buying	“best keyword research tools”
Transactional	Complete a purchase or action	“Analyze AI pricing”

To match search intent, Google your target keyword and look at the top 5 results. Ask yourself:

- **What format are they?** Listicles, how-to guides, comparison posts?
- **What angle do they take?** “Best,” “for beginners,” “free,” “in 2026”?
- **How comprehensive are they?** Short overviews or deep dives?

If the top results for “how to start a blog” are all step-by-step guides, don’t write a listicle. Match the format and angle, then beat them on depth and quality.

For [22 keyword types](#) that help you understand intent at a deeper level, check our detailed breakdown.

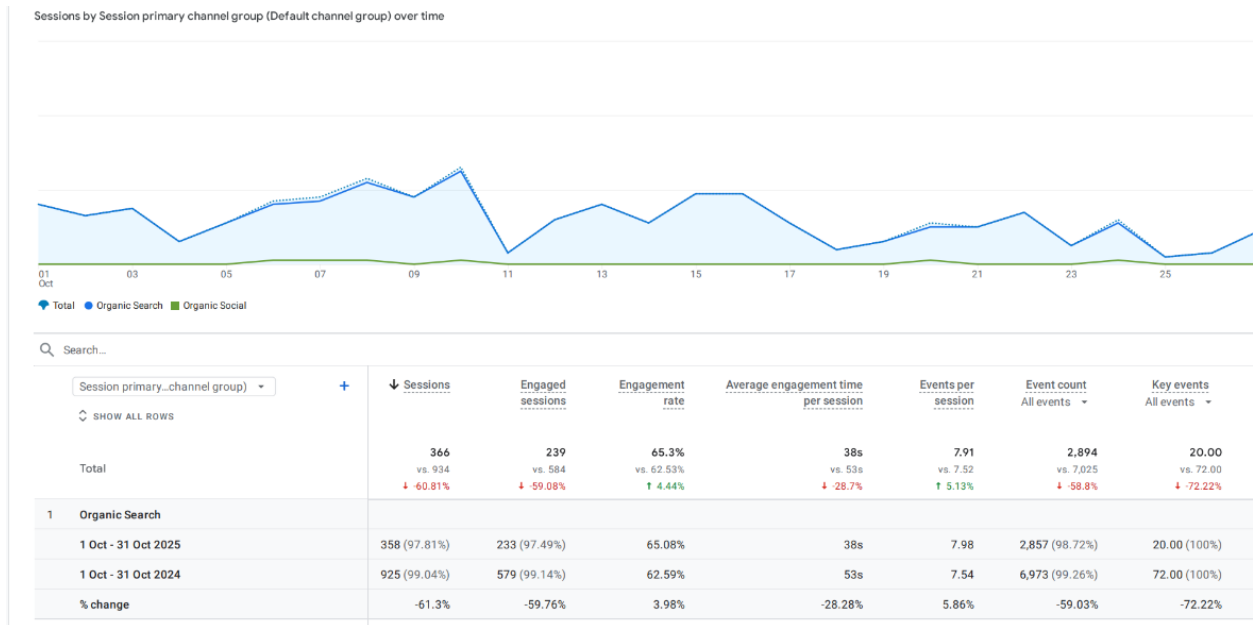
22. Refresh and update your older content

Your older posts aren’t set-and-forget assets. Information goes stale, screenshots become outdated, and rankings slip over time.

Refreshing old content is often faster than writing new posts—and the results can be dramatic. Updating a post with fresh data, new sections, and current screenshots can boost its traffic by 50–200% within weeks.

Here’s a simple process for identifying what to refresh:

1. Open Google Search Console and go to the Performance report.
2. Sort by impressions (high to low) and filter for pages with declining clicks over the past 6 months.
3. These are posts that Google still considers relevant (high impressions) but that are losing competitiveness (fewer clicks).



When refreshing, focus on:

- **Updating outdated information.** Remove references to tools, stats, or strategies that are no longer current.
- **Adding new sections.** Cover subtopics that didn't exist when the post was originally published.
- **Improving the intro and headline.** Sometimes a better hook is all it takes.
- **Adding internal links** to newer posts published after the original.

For a full process, read our guide on [how to write and update articles](#).

23. Write for AI search visibility, not just Google

This is the blogging tip that almost no beginner guide mentions—and it's becoming more important every month.

AI search engines like ChatGPT, Perplexity, Claude, and Gemini don't work like Google. They don't just rank pages—they read your content, synthesize it, and cite it as a source in their answers. If your blog post is well-structured and authoritative, AI models will reference it when users ask questions in your niche.

This matters because AI search traffic is growing rapidly. According to [Analyze AI's citation data from 83,670 AI responses](#), the types of content AI models prefer to cite share specific traits: they answer questions directly, use clear headers, include structured data like lists and tables, and provide original information rather than rehashing what everyone else says.

Here's what you can do today to make your blog posts more likely to be cited by AI:

- **Answer questions directly.** Put the answer in the first 1–2 sentences of a section, then elaborate below. AI models extract the clearest, most direct answers.

- **Use descriptive H2s and H3s.** Structure your post so each section answers a specific question. “How to do keyword research” works better than “Step 4.”
- **Include original data, frameworks, or case studies.** AI models preferentially cite content that adds something new to the conversation.
- **Build topical authority.** Don’t write one post on a topic—write a cluster of related posts. AI models favor sources that demonstrate deep expertise in a subject area.

This isn’t a separate strategy from SEO. It’s an extension of it. The same qualities that help you rank on Google—depth, originality, structure, authority—also help you get cited by AI. The difference is that AI search is a new, growing channel on top of your existing organic traffic.

For more, read our guide on [what is generative engine optimization \(GEO\)](#) and our detailed playbook on [how to rank on ChatGPT](#).

24. Track the prompts and sources that drive your AI visibility

Once you’ve started optimizing for AI search, you need to see what’s actually working. This means tracking which prompts mention your brand, which sources AI models cite, and where your competitors show up instead of you.

This is where a dedicated AI search analytics tool comes in. With [Analyze AI](#), you can track the exact prompts that mention your brand across ChatGPT, Perplexity, Claude, Gemini, and Copilot.

Next automatic run in 13h 54m 10s (at 00:00 UTC)

Last 7 days All AI Models

Active Suggested Inactive

Tracked Prompts 6 prompts

Search prompts... Columns

Prompt	Visibility	Sentiment	Position	Mentions	Actions
best project management solution in 2026 Preview - View progress	—	—	—		...
best skills intelligence software for the enterprise Preview - View progress	—	—	—		...
best workforce agility solutions for skills-based organizations	100%	85	#1.3	Gloat, Workday, Fuel50, Eightfold AI, Cornerstone OnDemand	...
top alternatives to talent intelligence platforms like Eightfold AI	100%	80	#2.7	Gloat, Workday, Eightfold AI, SeekOut, Fuel50	...
Which are the best tools for workforce agility and adaptation available in 2025?	66.7%	85	#1.8	Workday, Gloat, Fuel50, Rippling, Eightfold AI	...
What are the top career development platforms for employees as of 2025?	66.7%	85	#1.9	Gloat, Fuel50, TalentGuard, LinkedIn Learning, Workday	...

Rows per page 10

Page 1 of 1

For each tracked prompt, you see your visibility (how often you’re mentioned), your sentiment (how positively the AI describes you), your position (where you rank in the response), and which competitors appear alongside you.

You can also explore the Sources dashboard to see which of your URLs AI models are citing—and which competitor domains are getting cited more often.

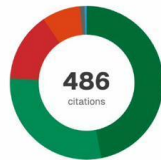
Sources

Every URL and webpage that AI platforms cite when answering questions about your industry. Filter by time period, AI model, or brand to see how each platform prioritizes different sources.

Last 7 days All AI Models All Brands

Content Type Breakdown

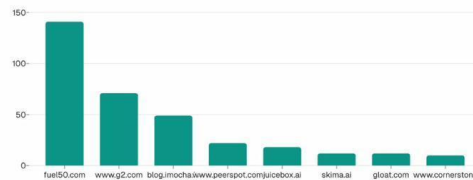
What types of content AI platforms reference — blogs, product pages, reviews, and more



Website Blog Review Product Page Social Other

Top Cited Domains

The websites AI models cite most often — these shape how AI answers questions in your space



fuel50.com www.g2.com blog.imocha.io www.peerspot.com juicebox.ai skima.ai
+2 more

This is important because it shows you exactly which pages on your blog are working as AI citation magnets—and which competitor pages you need to outperform. If a competitor's guide on "best project management tools" is getting cited 50 times while yours gets cited 3 times, that's a specific, actionable gap to close.

For brands that want to stay informed without logging in daily, Analyze AI also sends [weekly email reports](#) that summarize your visibility changes, citation momentum, and competitive threats.

Visibility jumped to 64% but eLocker is gaining fast in Google AI Mode — priority this week is publishing a workplace-optimisation blog to defend against their 9-citation surge and refreshing the integrations page that lost 8 citations.



PAGES IMPROVING

/en/system-integrations
+50% traffic 2 → 3 sessions

CITATION MOMENTUM

Your pages gaining citations

vecos.com/en/smart-locker-system-offices +14 citations
7 → 21 · Perplexity

vecos.com/en +12 citations
63 → 75 · Perplexity

vecos.com/en/self-service-lockers +10 citations
25 → 35 · Perplexity Google AI Mode

25. Commit to a “write 100 posts” project

If there’s one meta-tip that encompasses everything on this list, it’s this: commit to writing 100 blog posts.

Blogging is a skill. Like any skill, you get better by doing it repeatedly. Your hundredth post will be dramatically better than your first—in writing quality, topic selection, headline craft, SEO knowledge, and promotion ability.

Set a realistic pace. One post per week means you’ll hit 100 in about two years. One post every two weeks gets you there in four. The pace matters less than the consistency.

Along the way, you’ll develop an instinct for what works. You’ll notice patterns in your analytics—which topics resonate, which headlines get clicks, which formats earn links. You’ll also build a body of work that compounds over time. Old posts continue to rank and drive traffic while you publish new ones.

Don’t wait until everything is perfect. Publish, learn, and improve as you go. The bloggers who succeed aren’t the ones who write perfectly from day one—they’re the ones who keep showing up.

Final thoughts

Becoming a better blogger doesn't require talent or luck. It requires a system: pick a niche, know your audience, write content people are searching for, promote it deliberately, and measure what works.

The one thing that's changed is that "what works" now extends beyond Google. AI search is a real, growing traffic channel, and the bloggers who pay attention to it now will have a significant advantage as it scales. That doesn't mean abandoning SEO—it means treating AI visibility as the next evolution of organic search.

If you want to start tracking how your blog shows up across AI engines, [try Analyze AI for free](#) and see where you stand.

Now pick 5 tips from this list and start applying them today.