

# Quick Blog Content Ideas For Pet Businesses

-  **Homemade pet recipes**
-  **Tips for bonding with a pet**
-  **Enrichment games/toys roundup**
-  **Inventive ways to use your products**
-  **How to prepare a home for a new pet**
-  **Pet tech roundup/recommendations**
-  **Other pet businesses you admire**
-  **Your story & why you founded your biz**
-  **Local walks/pet-friendly cafes roundup**
-  **Fundraising/charities you support**
-  **Intro to you + your team**
-  **Uplifting pet focused news stories**
-  **How to capture the perfect pet photo**
-  **Your mission and values as a business**
-  **Pet industry news**
-  **Pet parenting advice**
-  **Quizzes (what your pet says about you)**



# When creating a blog, remember to ask yourself...

- ☒ As a pet parent, would I be interested in reading about this topic?
- ☒ What is the purpose of this blog? Do I want it to inform/educate/entertain?
- ☒ Does this blog help to develop my identity as an authority in the pet industry? (i.e. does it help to build trust?)
- ☒ Am I just writing stuff every other pet business is blogging about? Or can I make this content more unique?
- ☒ Does the content fit with my branding? (e.g. not being too 'polished' if you're a fun/energetic brand)
- ☒ Have I researched keywords to include in the content, to help with my search engine optimisation?
- ☒ Do I actually *\*want\** to blog about this? Or does it feel like a slog to write? (If it feels like the latter – ditch it!)





**Pet Biz**  
**CREATIVES**

Building Meaningful Relationships With Pet Parents

## Book A Free Strategy Call

We hope you found these tips useful for your pet business. If you're searching for further support with your content creation & building your community, book a free Strategy Call below.

We're here to help, so don't hesitate. We'd love to hear from you!

[Book a Call](#)



*Erin & Winnie*



*Tarryn & Ash*