

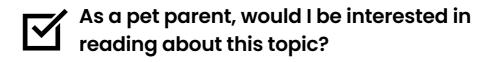
Quick Blog Content Ideas For Pet Businesses

- 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...



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!)







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







