Step 1: Select Your Blog Topic

This deserves its own step-by-step guide, but here are some high-level guidelines:

- Find topics that are relevant for your audience, such as topics about common problems, frequently asked questions or helpful how-to guides
- Look for topics that provide value to your audience:
    - Is the topic something they are already looking for?
    - Does the existing content on this topic provide all the information people need?
    - What additional information can you provide?
- Look for topics that allow you to provide unique insights or topics that you can present in a unique way
- Look at what your competitors are writing about.

This system is best for blogs that provide general information about a topic. If you're trying to provide advice or actionable tips on legal, financial or medical issues, you're going to need to go back and review all the content your AI tool generates to make sure it doesn't contain problematic language or factual errors.

Are Informational Blog Topics Still Generating Traffic in a World of Rising Zero-Click Searches?

Yes, these topics still generate traffic. It's not the amount of traffic you would have seen in the 2010s, but there is still traffic.

A "zero-click search" refers to a Google search that does not result in a user clicking anything. Often, the user is served a search engine results page with an AI overview and he or she gets the information he or she was seeking from the AI overview, so there's no need for a click. These types of searches have spiked with the rise of AI tools and Google AI overviews and AI mode.

Step 2: Select a Topic with Keyword Difficulty Under 30

This guide is meant for blog topics with Keyword Difficulty between 0 and 29. Keyword Difficulty is a metric you see in tools like [SEMrush](#), [Ahrefs](#) and Google Keyword Planner. It's a measure of the difficulty of ranking a new piece of content for that keyword. The higher the Keyword Difficulty, the harder it is to rank content for that keyword. The lower the Keyword Difficulty, the easier it is.

If a topic has low Keyword Difficulty, you are more likely to rank by simply writing a great piece of content. As Keyword Difficulty goes up, ranking is going to require more effort, such as link building. While link building can pay off in the long run, it takes time and costs money.

If you are an experienced content writer or SEO professional who has done keyword research before, you can skip the instructions below for finding keywords with low difficulty and move to Step 3.

Finding Keyword Difficulty in SEMrush

- Purchase a subscription if you don't already have one (the cheapest plan is $139.95 per month) – you CANNOT see metrics like Keyword Difficulty in SEMrush without a subscription.
- If you have not already done keyword research on your topic ideas, you can use SEMrush to identify appropriate keywords for your blog topics.
  - Hover over the magnifying glass icon under the home icon on the left side of the home screen

Step 5: Feed Your Writing Samples to Your AI Tool

The AI Blog Blueprint is likely to work with various AI tools. However, I prefer Claude. I think Claude does a better job producing comprehensive written content than a tool like ChatGPT. That's my honest opinion. I am not paid by Anthropic to endorse Claude.

I also recommend using an AI tool that you're paying for because:

- You can have longer conversations with paid AI tools.
- You gain access to a higher quality AI model that has a better understanding of what you want with fewer hallucinations.

Use the following prompt with your writing samples to provide detailed instructions and context for what you want the AI tool to do.

I'm a content writer who creates [TYPE OF CONTENT] for [TARGET AUDIENCE]. I want you to analyze the following writing samples to understand my unique writing style and voice.

Please examine these samples and create a detailed style guide that includes:

1. **Tone and Voice Characteristics** - How formal/casual, conversational, authoritative, etc.

2. **Sentence Structure Patterns** - Length, complexity, rhythm

3. **Vocabulary and Language Choices** - Technical vs. simple language, specific phrases I use

4. **Paragraph Organization** - How I structure information and ideas

5. **Formatting Preferences** - Use of subheadings, bullet points, numbered lists

6. **Transitions and Flow** - How I connect ideas and move between topics

7. **Content Organization** - How I typically structure articles or posts

8. **Unique Elements** - Any distinctive phrases, approaches, or stylistic quirks

Here are my writing samples:

[PASTE YOUR SAMPLES HERE or ATTACH THEM TO THE CHAT]

Step 7: Copy the Subheadings from the Top 10 Competitor Pages

- Open all 10 URLs.
- If you have two screens, open all 10 pages on a second screen. This keeps one screen free to cut and paste in the subheadings from the competitor pages. If you don't have two screens, you can open two separate windows on one screen.
- Open the word document in which you saved the main keyword for your blog. This is where you're going to cut and paste the subheadings from the competitor pages.
- Go to chrispederick.com/work/web-developer/ and download the extension for your preferred web browser.
- Go to the first competitor page.
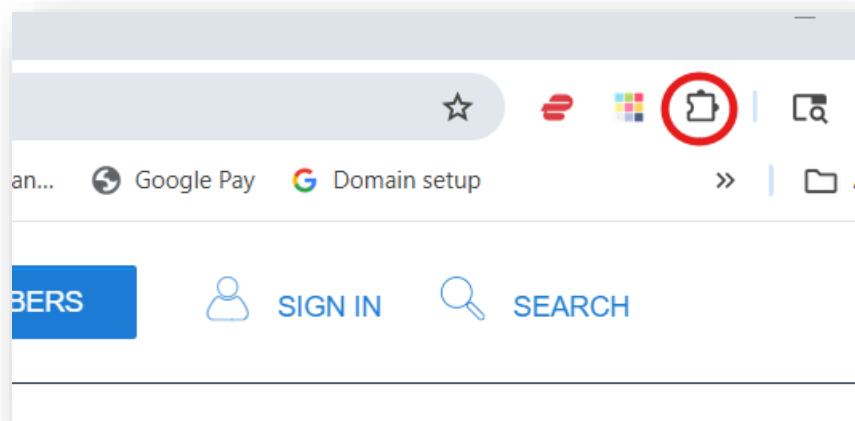- Click on the extensions menu to activate the Web Developer extension

Figure 1: Browser extension button in Google Chrome

- Scroll down on the drop-down menu to the Web Developer extension and click it.
- You'll see another menu pop up.

What to Expect When Using this Process for the First Time

It will probably take you more than 2 hours to go through this process the first time, especially if you need to find blog topics with low keyword difficulty. You also need to have your AI tool analyze your writing style and develop a style guide. You need to go through the process the first time to develop the efficiencies you need to get a blog generated in a little more than one hour.

It's also important to note that this process allows you to generate a blog within about one hour. That means getting a fully fleshed out blog with meta data and internal links. It's ready to be uploaded.

However, you're going to need additional time to add images and infographics. If you add a few images, that may take you another 10-20 minutes or so, which is time spent finding the images, downloading, resizing, compressing and uploading to your CMS. Adding two infographics using the process in this book should take about 20 minutes or so, depending on how long it takes to find infographic templates.

Steps You Must Take to Make This Process as Efficient as Possible

- Have your style guide saved in a word document and easily accessible. Make sure you know precisely where it is on your computer and you can access it quickly. You don't want to be wasting time trying to find the document when you need to attach it to the chat in your AI tool.
- Make sure all the prompts are saved in one word document in the order you're going to use them:
  - Outline prompt
  - Blog generation prompt
  - Intro prompt
  - Conclusion prompt
  - Meta data prompt
- Make full use of both screens (if you have two screens)
  - I open the word doc for the blog on my left screen, along with the word doc with my prompts
  - I open Claude, Humanize AI and GPTZero on the right screen