

# 10 STEPS FOR CREATING A HIGH-IMPACT FOOD BLOG



## STEP 1: FIND YOUR NICHE

Before rushing into publishing yourself, think carefully about what will set you apart from the rest – in short, WHAT IS YOUR 'FOODIE' NICHE?

Is there a specific audience or market sector to whom your cooking appeals? Which section of the food market do you best relate to? Whether Bisque or Vol-au-Vent, which of your meals quickly delight family and friends?

## STEP 2: CHOOSE YOUR BLOGGING PLATFORM

WordPress is one of the best established and most versatile blogging platforms out there but there are other platforms like Wix or Squarespace. Our recommendation is to start with WordPress.



## STEP 3: NAME YOUR DOMAIN

The name you choose for your food blog will not only reflect your food niche and brand, but will also be the online 'address' you use to direct friends, family, (in)fluencers, and foes (checking out the competition) to your blog page.

## STEP 4: FIND YOUR HOSTING PARTNER

If you're on a budget, this can cost as little as \$2.95 per month with a company like GreenGeeks, or upwards of \$13.00 per month with a host like Flywheel.



## STEP 5: FIND THE LOOK YOU'RE GOING FOR – THEMES

Themes come in two basic flavors – free and premium. Free themes are great for starting out, but as soon as you start to grow in terms of content and requirements, the free themes may not have all the functionality you want. Take, for example, Neptune, a premium theme from ThemeForest.

## STEP 6: GET SOME PLUGINS

WordPress plugins are add-ons to your blog that provide extra functionality. These could be tools to improve your SEO, or visual elements like popups, chatbots, and menus.

### Plugins we recommend:

- » **WP Recipe Maker:**  
<https://aithemes.com/go/wp-recipe-maker>
- » **Zip Recipes:**  
<https://wordpress.org/plugins/zip-recipes/>
- » **Tasty Recipes:**  
<https://aithemes.com/collections/best-recipe-plugins-for-wordpress/>
- » **Recipe Card Blocks:**  
<https://wordpress.org/plugins/recipe-card-blocks-by-wp2020/>
- » **Yeast SEO:**  
<https://wordpress.org/plugins/wordpress-seo/>



## STEP 7: ADD CATEGORIES AND TAGS

Categories are used for broad groupings of topics. For example, if your food blog is about international cuisine, you may consider Categories like French, Italian, Mexican, etc. Categories are hierarchical and can be shown as a "menu" in your sidebar.

Tags are much more specific topics that you want to use to associate related content. For example, you may want to divide your recipes up into Low Carb, Vegetarian, Quick and Easy, etc.

## STEP 8: ADDING PAGES

Pages normally house information that doesn't change much. Examples are your Homepage, Contact page, About page, and FAQs section. By default, pages would be listed in your top navigation menu.



## STEP 9: START WRITING

- Write your posts with humility
- Understand and communicate your niche
- Write for your audience
- Create great imagery of the step-by-step process
- Include a call to action, such as subscribing to your newsletter

## STEP 10: DON'T FORGET SEO

SEO or search engine optimization is key to helping your website get found online. With the large majority of your audience relying on search engines to find a recipe, you can't ignore this.

The Yeast SEO plugin is key to the success of your website.

