

Module 3 – Search Engine Marketing

Create a Blog (*Article*) Topic List

This resource is designed to help with one of the most common and frustrating stumbling blocks practices face in their efforts to develop consistent content for their online endeavours – otherwise known as *inspiration* (or the lack thereof!). It can be a constant struggle to dream up snappy and relevant topics that will yield short but sweet compositions of both use and interest to our clients, The headings below, however, are tried and true subject matter that we know pet owners actually want to read and know about and that will correspond to good quality material for your site.

Use this list as a starting point – pass it along to the Practice Editor and have them assign topics to other staff members. There is a second sheet within your Content Editorial Calendar that you can use to write your own favourite topic ideas for future use.

1

» General Pet Topics

- ***Choosing a Pet Sitter***
- ***Exercising with Your Pet***
- ***Mourning the Loss of Your Pet***
- ***Keeping Your Pet at a Healthy Weight***
- ***Pets and Kids***
- ***Relocating – How to Make Your Move Less Stressful for Your Pet***
- ***Road Trip – Travel Safety Tips for Your Pet***
- ***Recognizing the Signs of a Pet Emergency***
- ***Pet Fire Safety Tips***

» Dog Topics

- *Are You Ready for a Dog?*
- *10 Questions to Ask When Purchasing from a Breeder*
- *Is Your Dog Becoming Senile?*
- *Choosing a Dog Trainer*
- *Are you Meeting Your Dog's Needs?*
- *Does Your Dog Bark Too Much?*
- *Helping Your Dog with Separation Anxiety*
- *Does Your Dog Really Need a Bed?*
- *Choosing the Right Dog Bed*
- *Water Safety Tips for Dogs*
- *Winter Safety Tips for Puppies*
- *Your Dog and Shedding*
- *Crate Training Your Puppy*

2

» Cat Topics

- *How to Bathe Your Cat Peacefully!*
- *6 Tips to Smooth Car Travel with Your Cat*
- *What Your Cat's Meow Really Means*
- *Picking the Right Collar for Your Cat*
- *Hairball Prevention Tips for Cats*
- *Kitty Weight Control*
- *Decoding Your Cat's Body Language*
- *Reasons to Adopt an Older Cat*
- *Helping Your Cat with Vet Visit Anxiety*
- *Introducing a New Kitten into Your Home*

Final Comment: Remember, dreaming up the topic is more than half the battle – you and your team are the experts on these areas so actually composing the articles will be much easier than you think. The subject matter is there – just commit to writing it down!

Questions?

Please feel free to email:
phpjumpstart@dvmelite.com