

Many Christian publishers don't have a blog. **They're missing a key way readers find them.**

Readers now ask Google, ChatGPT and other AI tools for book recommendations, study resources and answers to faith questions. A blog is how your titles and authors show up in those answers.

Why a blog still matters

- 1 Get found by readers already searching**
Helpful articles rank in search and reach people who are actively looking for what you publish.
- 2 Get cited by AI tools**
AI answers draw on clear, well-organized content that answers real questions. No content means no citation.
- 3 Build trust before the sale**
Answering reader questions builds familiarity with your imprint and authors long before someone buys.
- 4 Keep working for years**
Ads stop when the budget does. A good post keeps bringing in readers, and feeds your newsletter and social posts too.

Random topics won't get you there

Search and AI tools reward depth, not one-off posts. That takes an SEO and AEO (answer engine optimization) plan: topic clusters tied to the questions your readers ask.

THE OFFER

Your 2027 AEO Blog Topic Plan

- ✓ **12 blog topics**, one for every month of 2027
- ✓ Organized around **3 to 4 core topic clusters**, your choice or my recommendations
- ✓ Each topic **selected to drive traffic from AI sources** and search

\$500

one-time

Offer ends October 31, 2026

Ready to claim your plan?

Email carmela.orsini@gmail.com to get started.