

AI BUSINESS BLOGGING

Plan it. Check it. Measure it. A practical worksheet for business owners and marketing teams.

From [Business Blogging with AI: 7 Steps to Attract Customers](#) on KrisLai.com.

1. Before you open an AI writing tool

- Name the customer or decision-maker you want to help.
- Write the exact question or problem this person wants to solve.
- Choose one business outcome: qualified enquiry, booking, trust or useful next action.
- Record what your business knows from first-hand experience.
- Identify reliable, current sources for any factual claims.

2. Build a useful business article

- Create a brief with audience, question, angle, facts and intended reader action.
- Ask AI for an outline and possible gaps - not invented experience or data.
- Check that the introduction answers the reader promptly.
- Include an example, a decision to make, and its possible consequences.
- Add a helpful comparison, template, calculation or decision checklist.

3. Check before publishing

- Verify names, dates, quotations, statistics and product claims against real sources.
- Remove generic filler, repeated points and jargon.
- Check image rights, image alt text and links.
- Add relevant internal links and a clear, non-pushy call to action.
- Label affiliate promotions as Ad and give affiliate links rel="sponsored".
- Review privacy: do not disclose confidential customer or commercial data.

4. Measure and improve

- Track search impressions and clicks in Search Console.
- Track qualified enquiries and customer outcomes using analytics and your CRM.
- Record total content cost, including human review and AI subscriptions.
- Review performance after sufficient data has accumulated; avoid judging from one day.
- Choose one action: improve, promote, consolidate or publish the next article.

Decision reminder

AI may save you writing time. That does not mean every AI-assisted blog article is a worthwhile investment. Compare content cost with the quality of the audience and the results.

30-DAY CONTENT TEST

Run one small, measurable experiment before investing in a large volume of content.

When	Your action	Proof of progress
Week 1	Customer question + goal + source notes	Relevant topic confirmed
Week 2	Research, AI-assisted draft, human review	Useful, checked article
Week 3	Publish, link internally, share appropriately	Post live + next step visible
Week 4	Review evidence and make one improvement	Impressions, leads, lessons

Useful sources and tools

[KrisLai AI blogging article](#)

[KrisLai Business Thinking Hub](#)

[Google: helpful, people-first content](#)

[Google: AI features and websites](#)

[Google Search Console](#)

[Google Analytics: recommended events](#)

Optional commercial tools - clearly labelled affiliate promotions

Ad - Affiliate link: [Rytr](#). AI writing assistance. Check features and terms before purchase.

Ad - Affiliate link: [Morningscore](#). SEO monitoring. Check features and terms before purchase.

These two URLs appeared in existing KrisLai articles. Programme status and tracking should be checked before public distribution. If you purchase through an active affiliate link, KrisLai may receive a commission. Recommendations are optional.

The KrisLai perspective

Better decisions come from understanding behaviour, signals, environment, and consequences. Use AI as an assistant, keep people responsible for the facts, and measure what matters.

Article: krislai.com/how-to-blog-with-ai-tools-techniques-and-creative-storytelling/

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