

BLOGGING IN 2026. WHAT STILL WORKS

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BLOGGING IS NOT DEAD

But the blog post most of
us were taught to write is

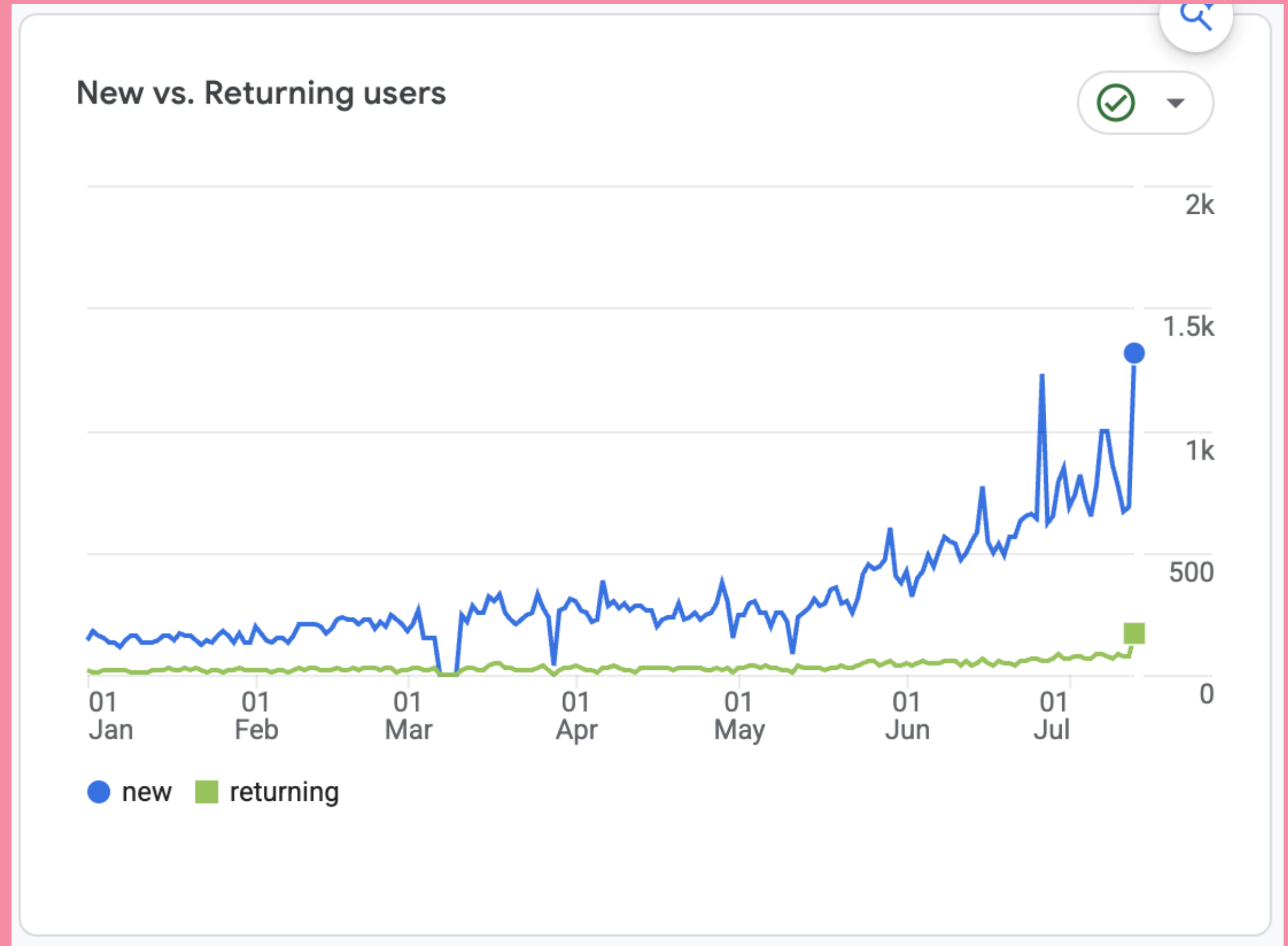
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#BLOGLIKEITS2026 #TBEXALMATY



3,000 TO 40,000 PAGEVIEWS

- No daily publishing
- No viral social media





EXPLORE
with Erin

ERIN HOLMES

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80 COUNTRIES

BLOGGING SINCE 2012

SPEAKER: NYTS – WITS – PROBLOGGER

FEATURED: FORBES, BUSINESS INSIDER,
YAHOO TRAVEL, LONELY PLANET & MORE

SEO - CONTENT CREATOR - INFLUENCER
MARKETING – PROFESSIONAL OVERSHARER

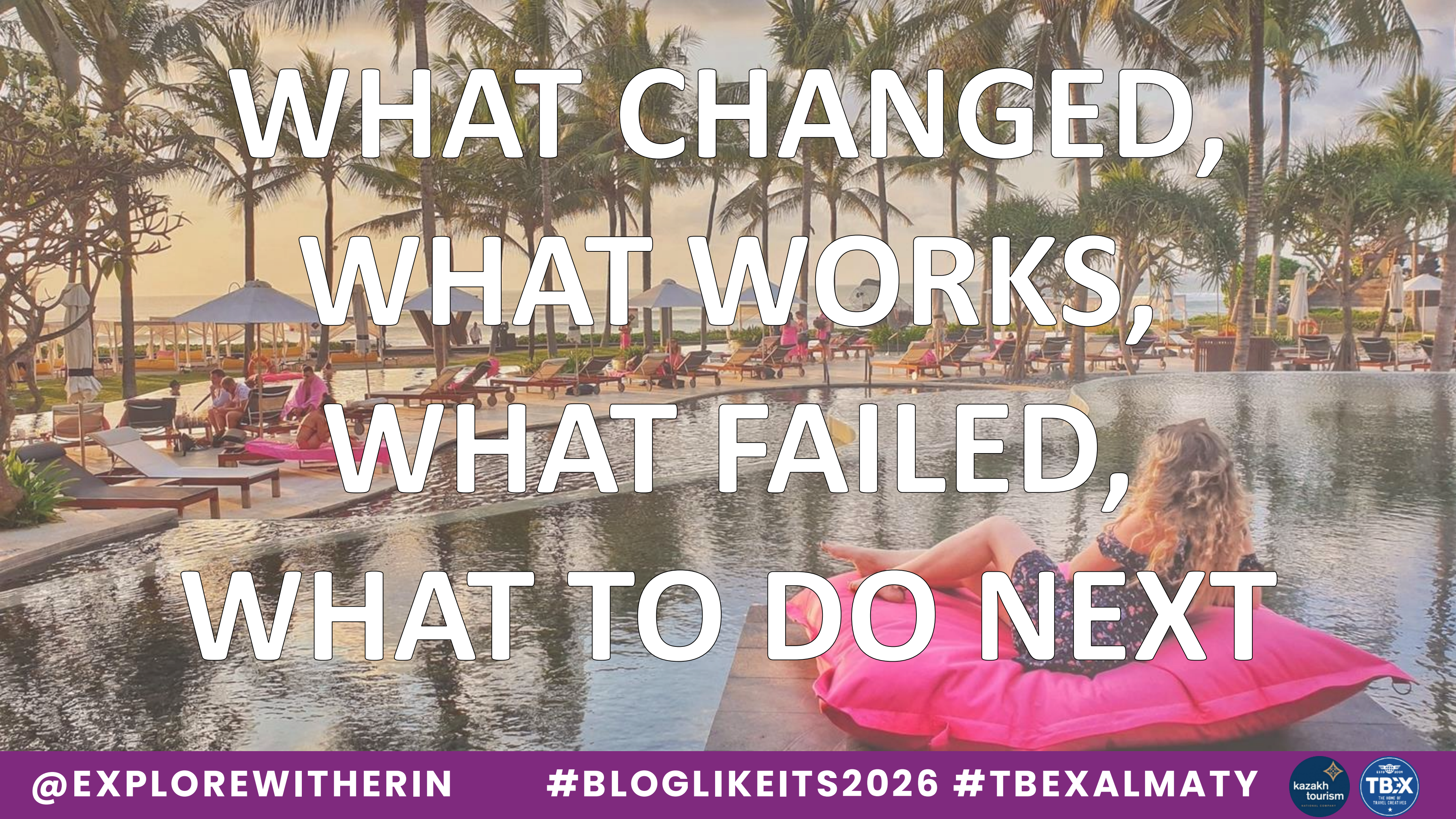
BUT WHO ARE YOU

WHO'S BLOGGED MORE THAN 10 YEARS?

WHO'S BEEN TOLD BLOGGING IS DEAD?

PLEASE SHARE & TAG @EXPLOREWITHERIN

#BLOGLIKEITS2026

A tropical resort pool scene with palm trees, lounge chairs, and a woman on a pink inflatable. The text is overlaid in large white letters with a black outline.

WHAT CHANGED,
WHAT WORKS,
WHAT FAILED,
WHAT TO DO NEXT

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ASK YOURSELF

- Is someone actively searching for this?
- Can I add genuine first-hand experience?
 - Can I make a better page than the pages already ranking?

2016

LOOK WHERE I WENT

LOOK WHAT I ATE

LOOK AT ME



2026

HERE IS EVERYTHING

YOU NEED TO KNOW

BEFORE YOU GO

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CONFESSION TIME

WHO REMEMBERS BLOG COMMENT CHAINS?

WHO SPENT MORE TIME WRITING ON OTHER
PEOPLE'S BLOGS, THEN THEIR OWN?

**“THE ONLY THING THAT’S
CONSTANT IN THIS
INDUSTRY IS CHANGE”**

**Christopher Mitchell
TRAVELINGMITCH (2010)**



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2016

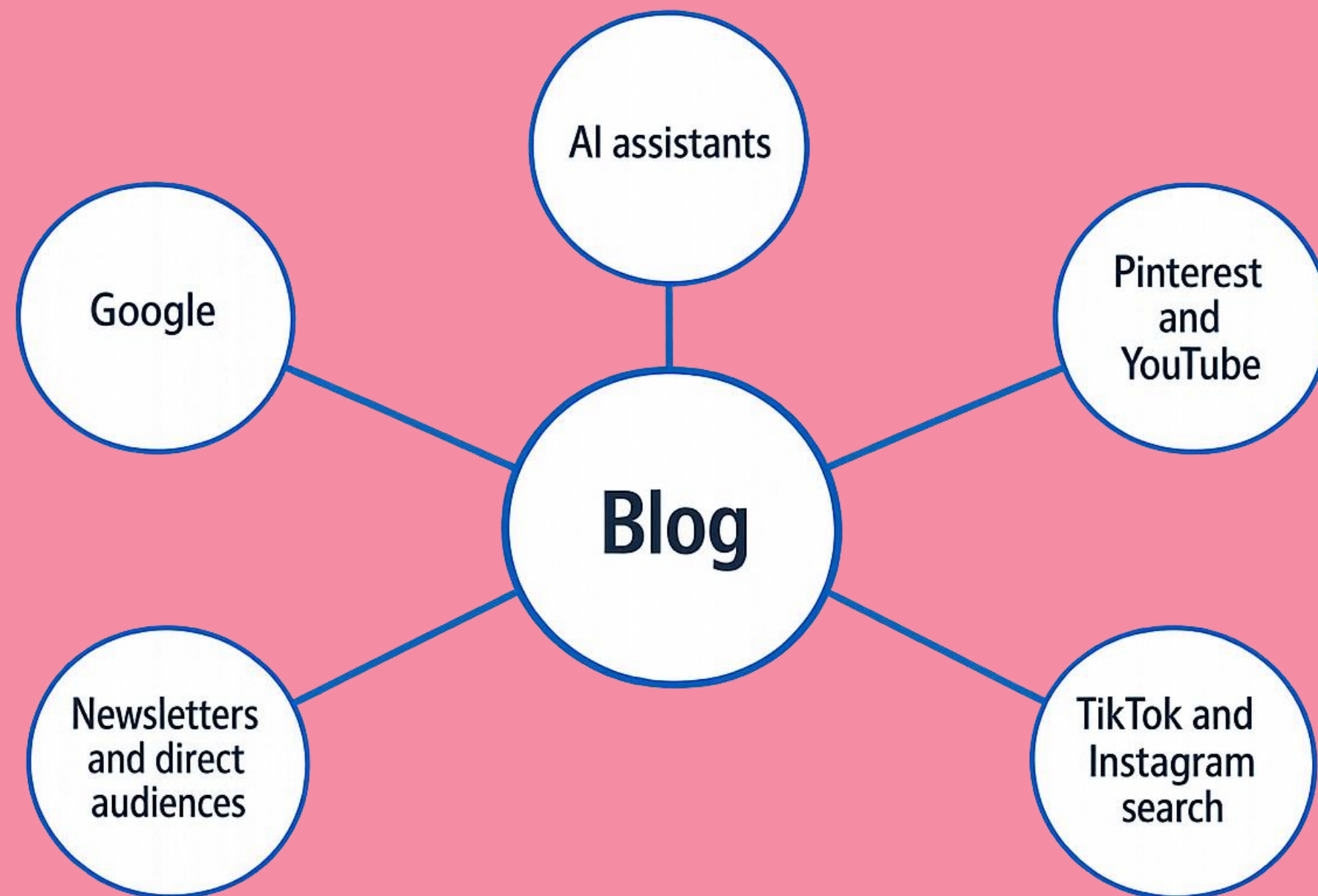
- Top 10 lists
- Personal story first
- Broad lifestyle content
- Frequent publishing



2026

- Specific answers
- First-hand experience
- Clear intent
- Topic clusters

DISCOVERY CHANGED



2016

**SOCIAL MEDIA SENT
PEOPLE TO BLOGS**



2026

**SOCIAL MEDIA IS THE
CONTENT**

BUT

**THE BLOG PROVIDES
DEEPER ANSWERS**

ACTION: Choose 1 article & create a Reel or Pin that answers part of your blog.

**“A BLOG IS A TRAVEL & CONTENT
PORTFOLIO AND EARN
AUTHORITY & TRUST BECAUSE IT IS
YOUR HOME BASE FOR BUSINESS”**

Christine Kaaloa

GRRRLTRAVELER (2008)

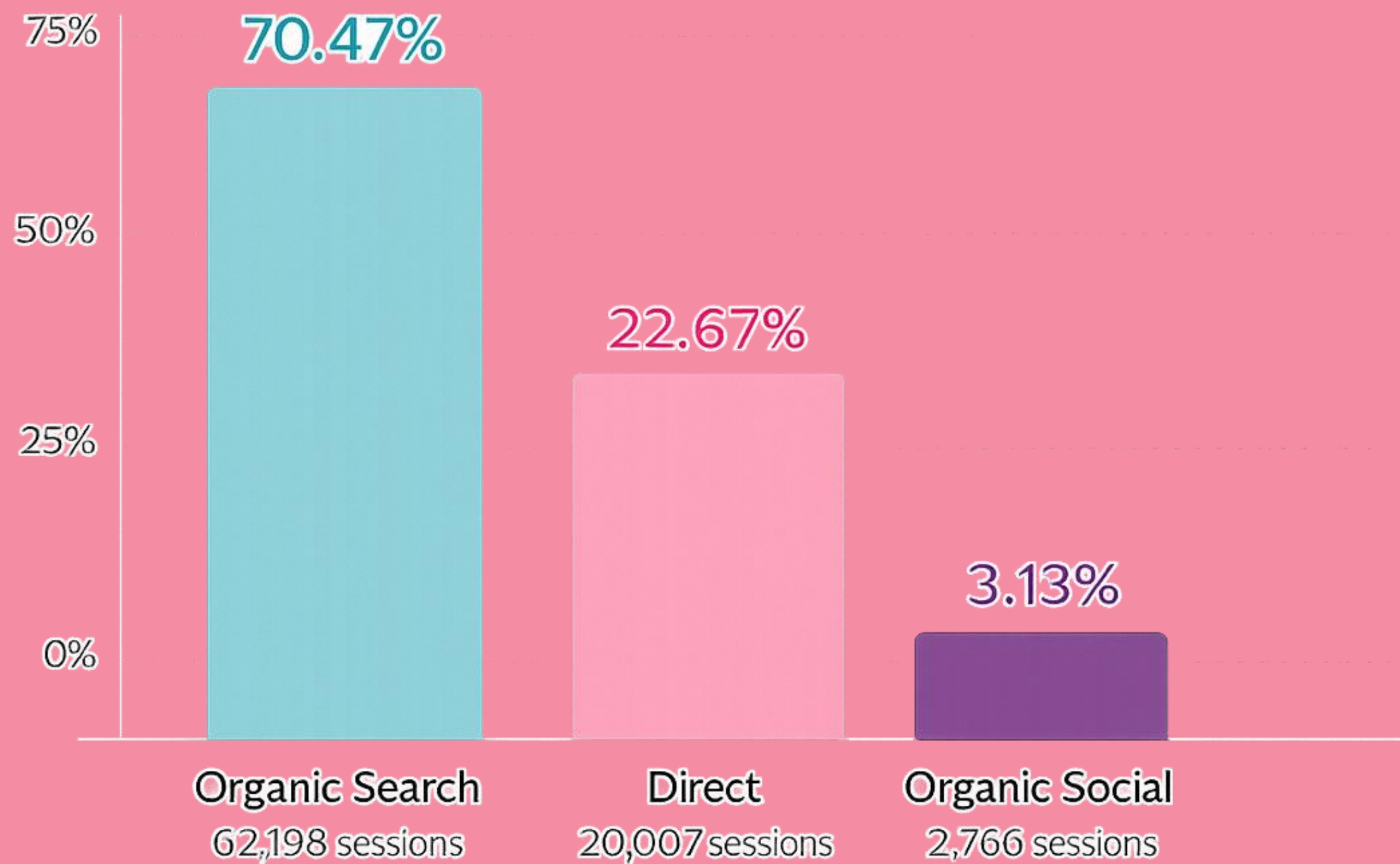


**“SOCIAL MEDIA CAN INTRODUCE
PEOPLE TO YOU.
YOUR WEBSITE SHOWS THEM
WHAT YOU KNOW & HOW SERIOUSLY
YOU TAKE YOUR BUSINESS.”**

**Erin Holmes
EXPLORE WITH ERIN (2012)**



WHERE MY TRAFFIC COMES FROM



BUT MEASURE BEFORE YOU DO

- GA4: Reports > Acquisition > Traffic acquisition
 - Add Session source / medium
- Look for Google, social, email and AI referrals

ACTION: Record your current stats before changing your strategy.

DO NOT ABANDON GOOGLE FOR AI



GAME TIME – KEYWORD OR HUMAN

“Bali family holiday destination attractions” OR

“Is Bali worth visiting with young children?”

“Toronto kids family activities best” OR

“What should I avoid doing in Toronto with kids?”

“Best café brunch breakfast Joondalup north Perth” OR

“Where can I find a family-friendly brunch near Joondalup?”

ADVICE TO UNLEARN

- Write whatever inspires you
 - Publish more often
 - Make every post longer
- Put the keyword everywhere
 - Publish it and leave it

EVERY ARTICLE NEEDS A JOB

- Search traffic
- Authority
- Community
- Commercial intent
- Brand story



ACTION: Label every planned article with its primary job.

**“WHATEVER KIND OF CREATOR YOU BECOME,
YOUR PRIMARY FOCUS SHOULD BE HELPING
PEOPLE. EVERYTHING YOU DO IS IN SERVICE TO
THEM. IF YOU FIND A WAY TO COMBE THAT
HELP WITH BEING ENTERTAINING AS HELL, THAT’S
WHERE THE MAGIC HAPPENS.”**



**Kate McCulley
ADVENTUROUS KATE (2010)**

**“HELPFUL DOES NOT HAVE TO
MEAN BORING. THE BEST CONTENT
ANSWERS THE QUESTION AND
STILL SOUNDS HUMAN.”**

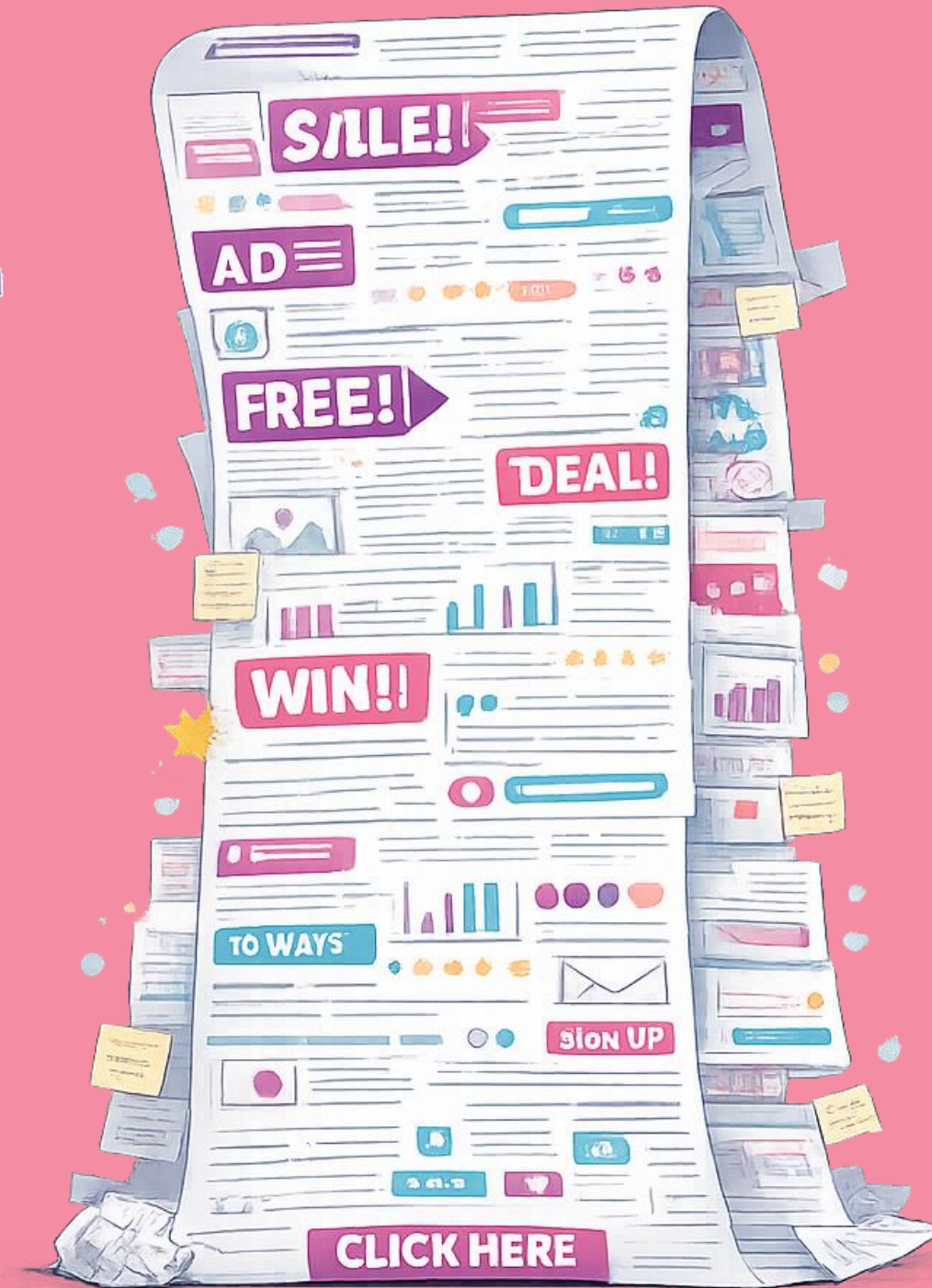
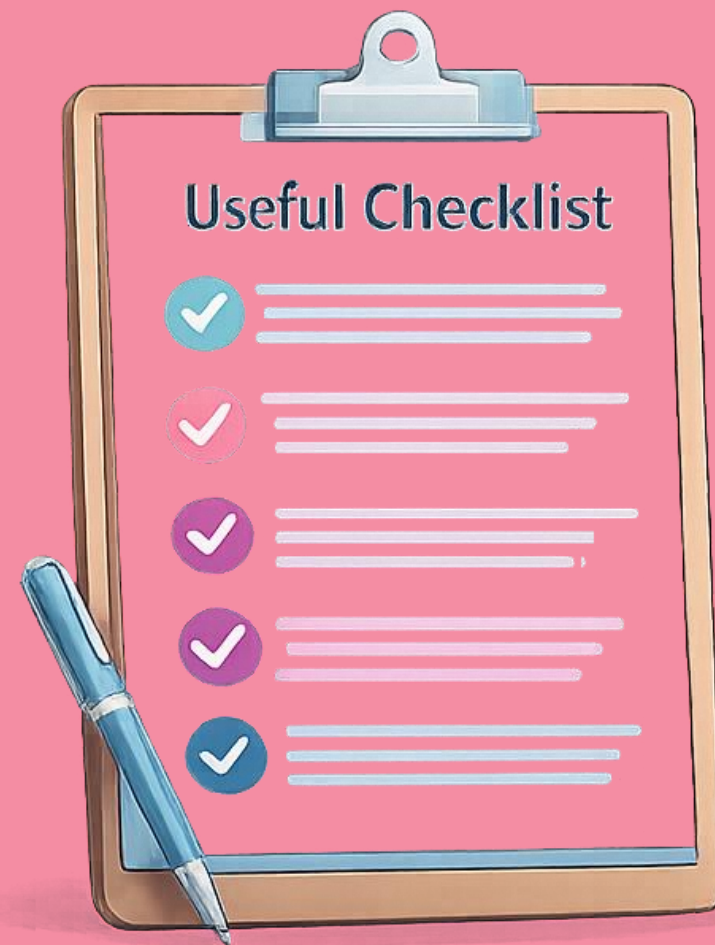
Erin Holmes

EXPLORE WITH ERIN (2012)



LENGTH IS NOT STRATEGY

- ✓ Comprehensive is useful
- ✗ Bloated is not
- ✓ Every section must help a decision



UPDATE BEFORE NEW

- Find pages with impressions
 - Look for positions 5 to 20
- Refresh outdated or incomplete content
 - Protect existing rankings

ACTION: Select one existing article before creating a new one.

THE E.R.I.N TEST





E = EXPERIENCE

- What happened to you?
 - What did it cost?
 - What surprised you?
- What would you do differently?

ACTION: Add one observation, result or mistake only you can provide.

**“THE ONLY WRITING LEFT STANDING IS THE
KIND A MACHINE CAN’T FAKE: THE THING
YOU’VE ACTUALLY DONE, SEEN, OR
BROKEN YOURSELF.”**

Laurence Norah

FINDING THE UNIVERSE (2010)





R = RELEVANCE

- Answer the question quickly
- Match the real search intent
- Story supports the answer



I = INFORMATION GAIN

- Current costs
- Comparisons
- One-day itineraries
- Pros and cons
- What to skip



N = NAVIGATION

- Specific headings
- Contents links
- Short paragraphs
- Tables if useful
- Relevant internal links

GAME TIME – WOULD YOU CLICK IT?

Title A: Our Amazing Family Holiday in Toronto

Title B: 17 Best Things to Do in Toronto With Kids

GAME TIME – IMPROVE THIS

My Wonderful Weekend in Bali

CASE STUDY 1

17 Best Things to Do in Toronto With Kids

Published 10 February 2026



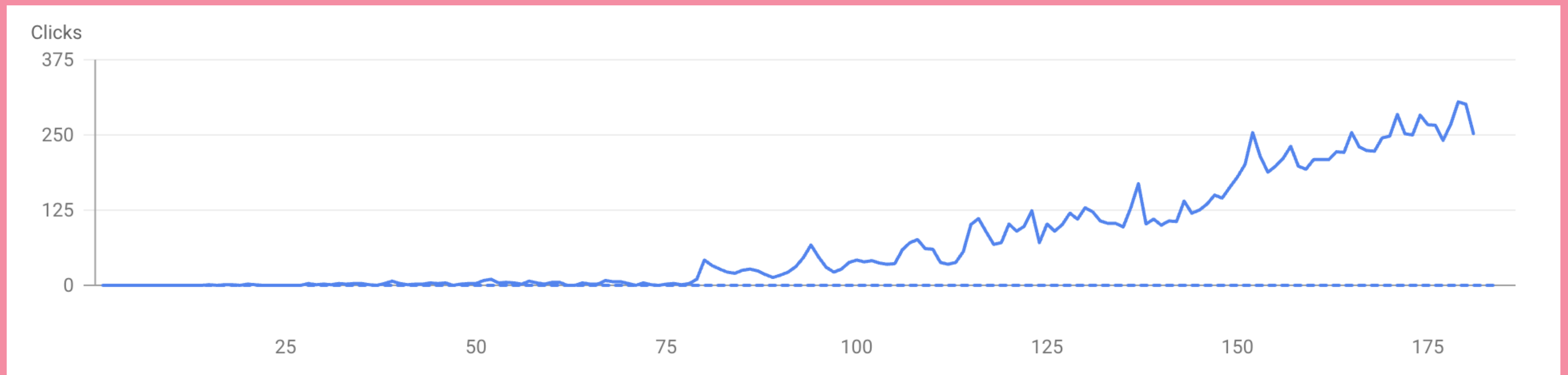
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TORONTO: THE RESULT

- 17,903 GA4 pageviews
- 12,900 Search Console clicks
- 278,000 Search Console impressions
- Moz ranking: #1 for Toronto attractions for kids



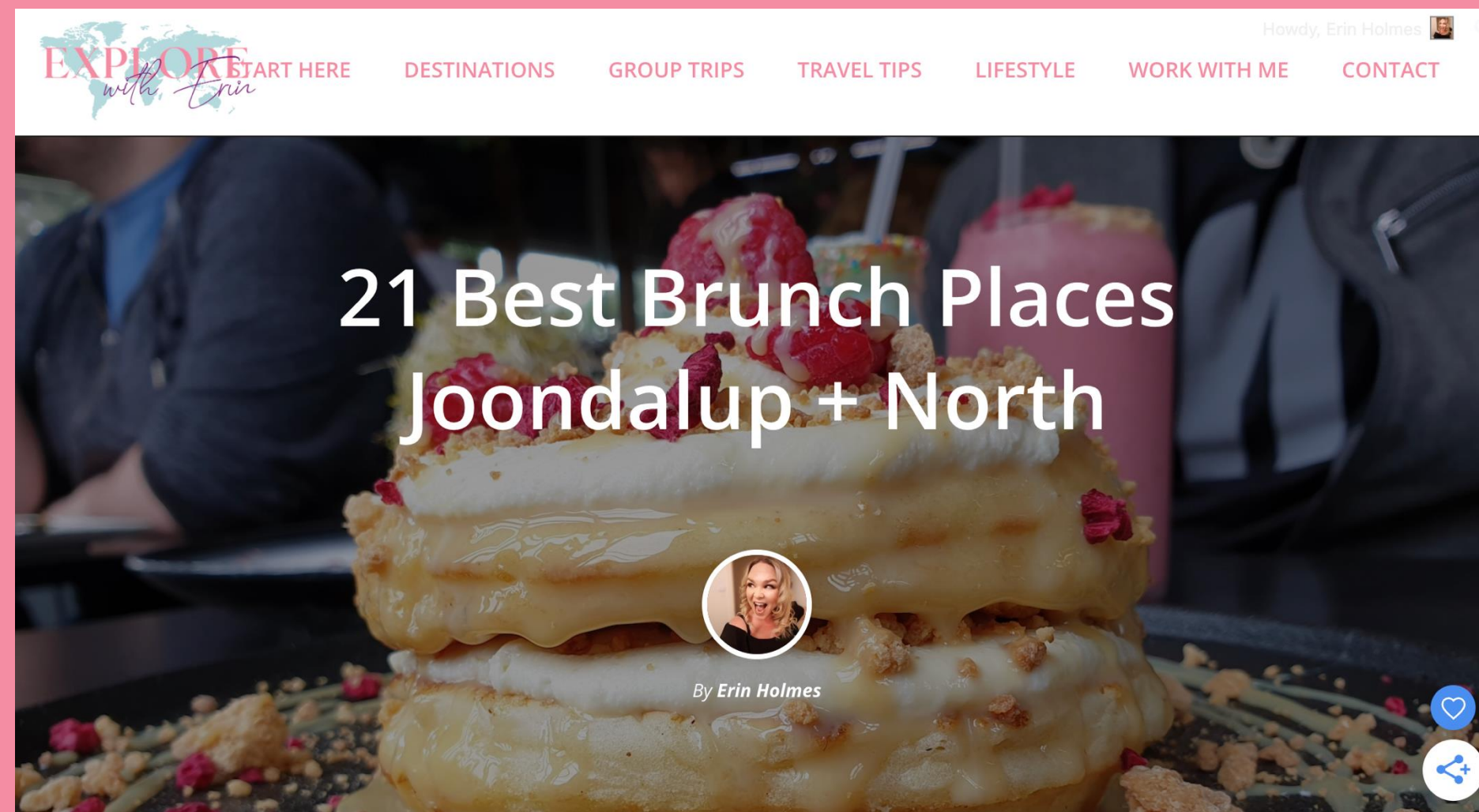
TORONTO: WHY IT WORKED

- Narrow audience: families
 - Exact intent match
- Real experience with children
- Useful structure and related terms
- Strong click and snippet potential

CASE STUDY 2

17 21 Best Brunch Places Joondalup + North

Published July 2022 | Updated April 2026



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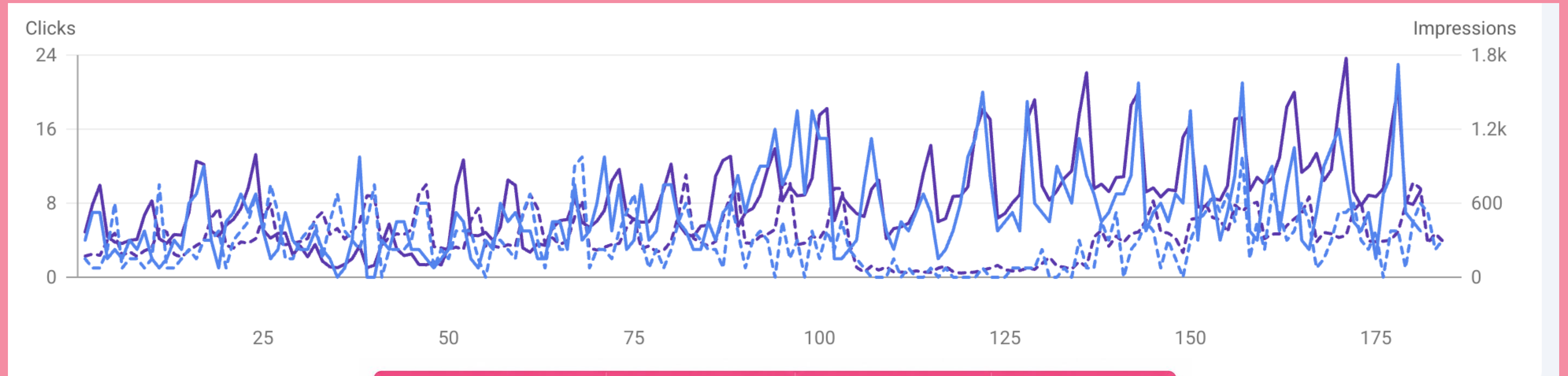
#BLOGLIKEITS2026 #TBEXALMATY



BRUNCH: WHAT CHANGED

- Title updated
- Expanded from about 17 to 21 venues
 - Added nearby northern suburbs
 - Refreshed venue details
- Improved headings and related terms
 - Added internal-link opportunities

BRUNCH: THE RESULT



METRIC	JUL – DEC 2025	JAN – JUNE 2026	CHANGE
 CLICKS	680	1,280	↑ +88% (Up about 88%)
 IMPRESSIONS	60,200	115,000	↑ +91% (Up about 91%)

BRUNCH: THE RESULT

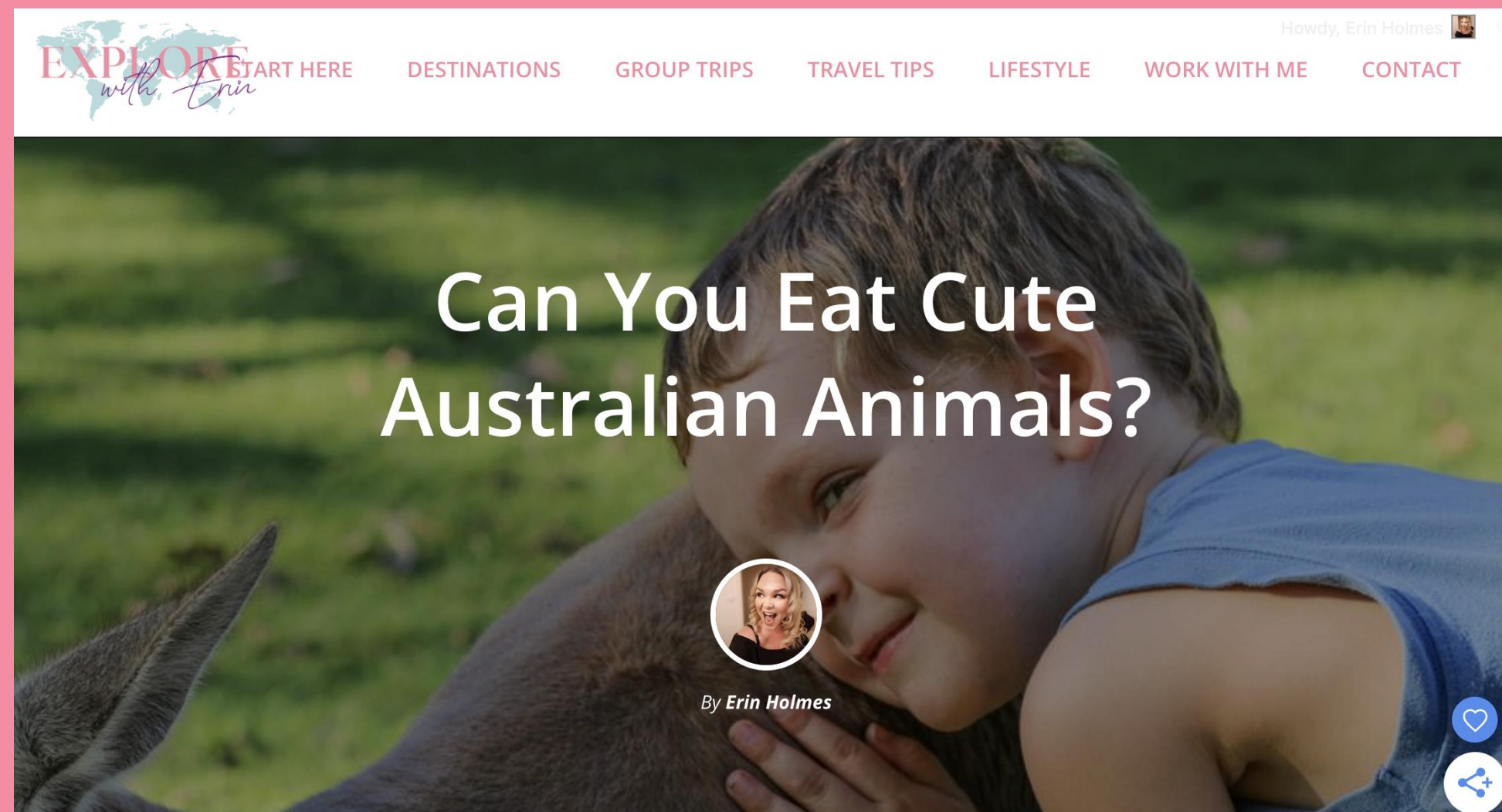
- Existing authority + meaningful refresh = faster opportunity
 - Depth beats constant publishing
 - Expand around real search needs

ACTION: Find a page with history & improve it

CASE STUDY 3

Can you eat cute Australian animals?

Published April 2020 | Updated February 2026



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#BLOGLIKEITS2026 #TBEXALMATY

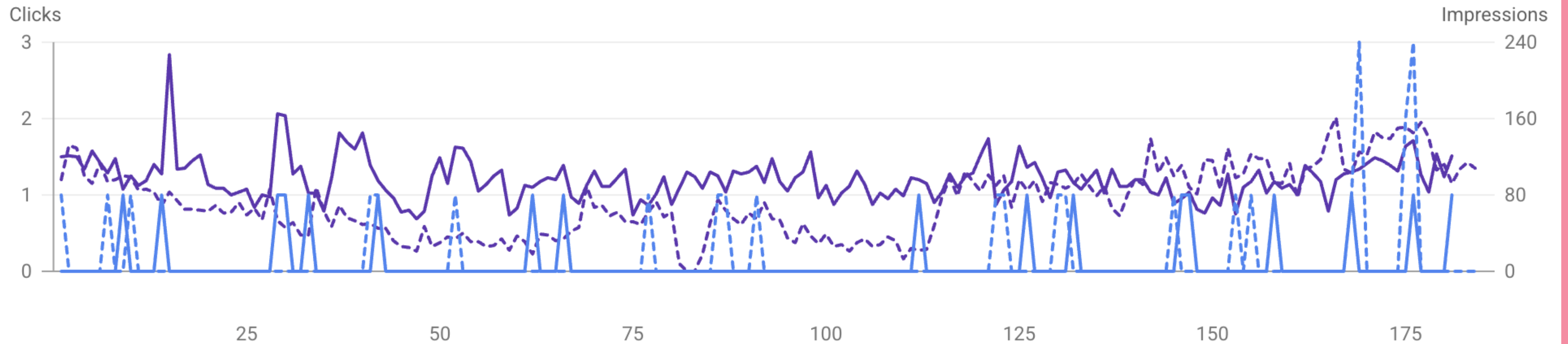


AUSSIE ANIMALS: WHAT CHANGED



- Question-led headings
- Stronger koala keyword targeting
- Rewritten introduction
- Restructured animal sections
- New meta description
- Original title retained

AUSSIE ANIMALS: THE RESULT



METRIC	JUL – DEC 2025	JAN – JUNE 2026	CHANGE
 IMPRESSIONS	13,300	17,500	↑ +32%
 CLICKS	26	17	↓ -35%
 ESTIMATED CTR	0.20%	0.10%	↓ -50%

AUSSIE ANIMALS: MIXED RESULT

- More impressions does not mean success
 - Protect existing search intent
- Add new opportunities, do not replace the page purpose
 - Measure queries, clicks, CTR and position together



ACTION: Export current queries before changing ranking articles.

WRITE ANSWERS FOR GOOGLE & AI

- Answer specific questions inside every article
 - Give a concise answer first
- Support it with experience and detail

FAQ & STRUCTURED HEADINGS

- Use genuine questions
- Ten may be appropriate, three may be enough
 - Do not add repetitive filler
 - Mirror natural language

ACTION: Turn vague headings into questions readers ask

BUILD TOPIC CLUSTERS

- One guide is not an authority
- Create supporting articles
- Link them naturally
- Own a useful topic





AI IS MY ASSISTANT, NOT MY AUTHOR

- Use AI to analyze, organize and improve
- Do not let it invent experience or facts

PRACTICAL AI WORKFLOW

5 Steps to Better AI Editing



- 1  Supply your article and target intent
- 2  Ask for gaps, not a generic rewrite
- 3  Add first-hand evidence
- 4  Verify every current fact
- 5  Edit in your own voice

ACTION: Use AI to diagnose one article, then make the decisions yourself

48 HOUR BLOGGING CHALLENGE

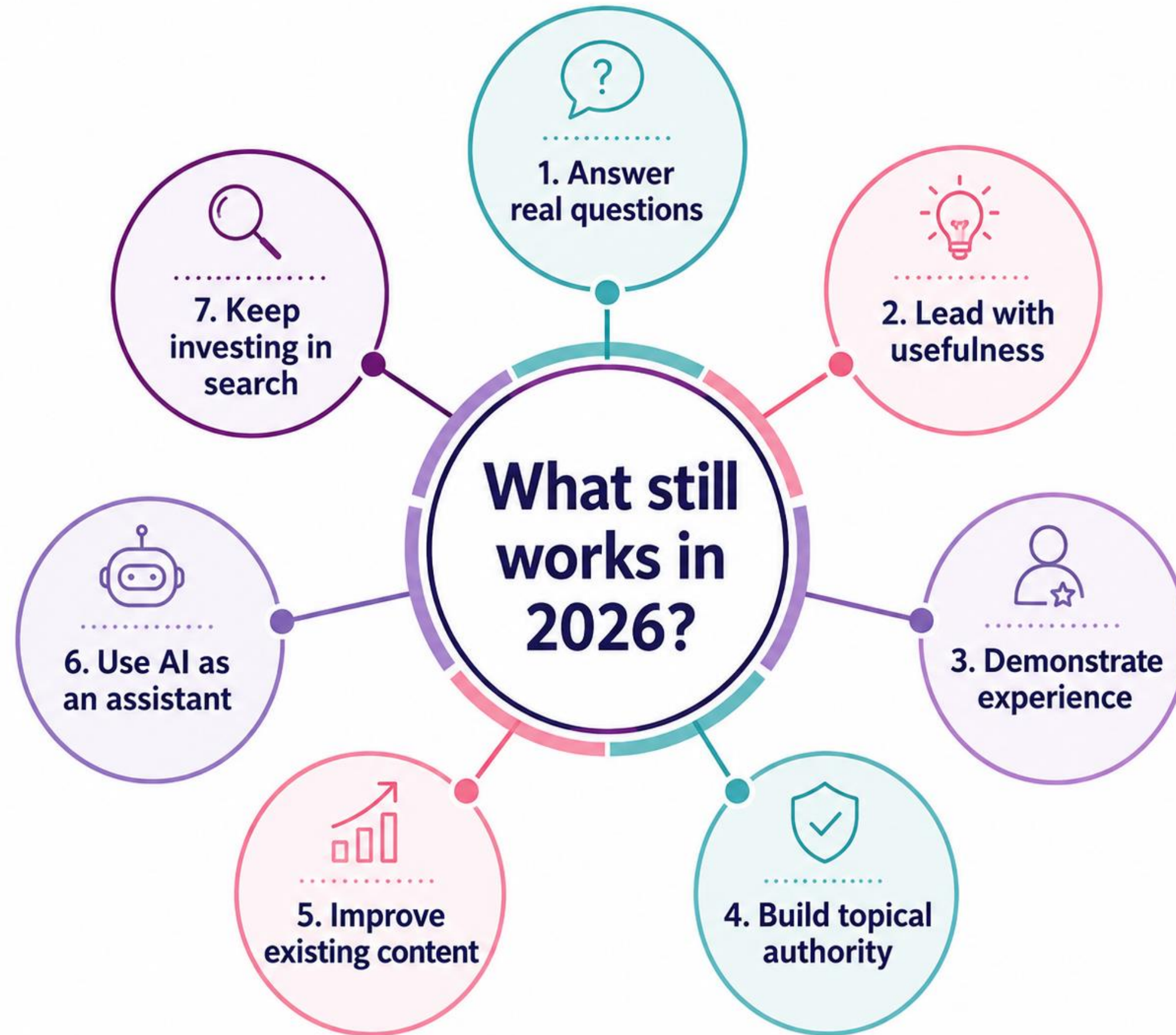


7-STEP SEO UPDATE CHECKLIST

FROM SEARCH CONSOLE TO RESULTS

- 1 OPEN SEARCH CONSOLE
- 2 FIND A PAGE WITH IMPRESSIONS BUT WEAK PERFORMANCE
- 3 REVIEW THE RANKING RESULTS
- 4 PROTECT EXISTING QUERIES
- 5 ADD EXPERIENCE AND ONE DECISION-MAKING SECTION
- 6 UPDATE TITLE, INTRO AND LINKS
- 7 MONITOR THE RESULT

ACTION: TELL SOCIAL MEDIA IF I DID GOOD @explorewitherin #BlogLikeIts2026



ACTION: TELL SOCIAL MEDIA IF I DID GOOD @explorewitherin #BlogLikeIts2026

**“PEOPLE CAN GOOGLE FACTS. THEY CAN
GET BLAND INFORMATION FROM AI, BUT
THEY CAN’T GET YOUR STORIES FROM
ANYONE ELSE.”**

Susan Lainer-Graham

WANDER WITH WONDER (2009)



**“THE OPPORTUNITY IS NOT TO
COMPETE WITH AI ON VOLUME. IT IS
TO COMBINE HELPFUL INFORMATION
WITH JUDGEMENT, PERSONALITY
& LIVED EXPERIENCE.”**

**Erin Holmes
EXPLORE WITH ERIN (2012)**



DO NOT CREATE
MORE CONTENT
THAN AI.
CREATE THE
CONTENT AI WISHES
IT HAD LIVED.





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