



STATE OF FOOD BLOGGING

2020

A MESSAGE FROM BJORK



The State of Food Blogging.

Can you imagine saying that sentence twenty years ago?

But here we are in 2020 and the industry of food blogging is, well, an industry!

There are companies and conferences and communities all focused on people like *you*. Why? Because you have an audience and a voice and an impact, and with impact comes opportunities.

Which is why the team here at Food Blogger Pro continues to do what we do: to help you make an impact on others and create opportunities for you and your family.

Our hope is that these following pages give you some ideas for how you can expand that impact and also spark some ideas for new opportunities.

A big thank you to the over 300 creators who filled out this survey and made the 2020 State of Food Blogging report a reality.

Onward!

Bjork Ostrom,
Co-founder - Pinch of Yum and Food Blogger Pro

RUNNING A FOOD BLOG



There are a lot of decisions that need to be made when you first start your blog, and that's what this section is all about! You'll learn about the most popular niches, the motivations behind running food blogs, how often people are publishing content, and more.

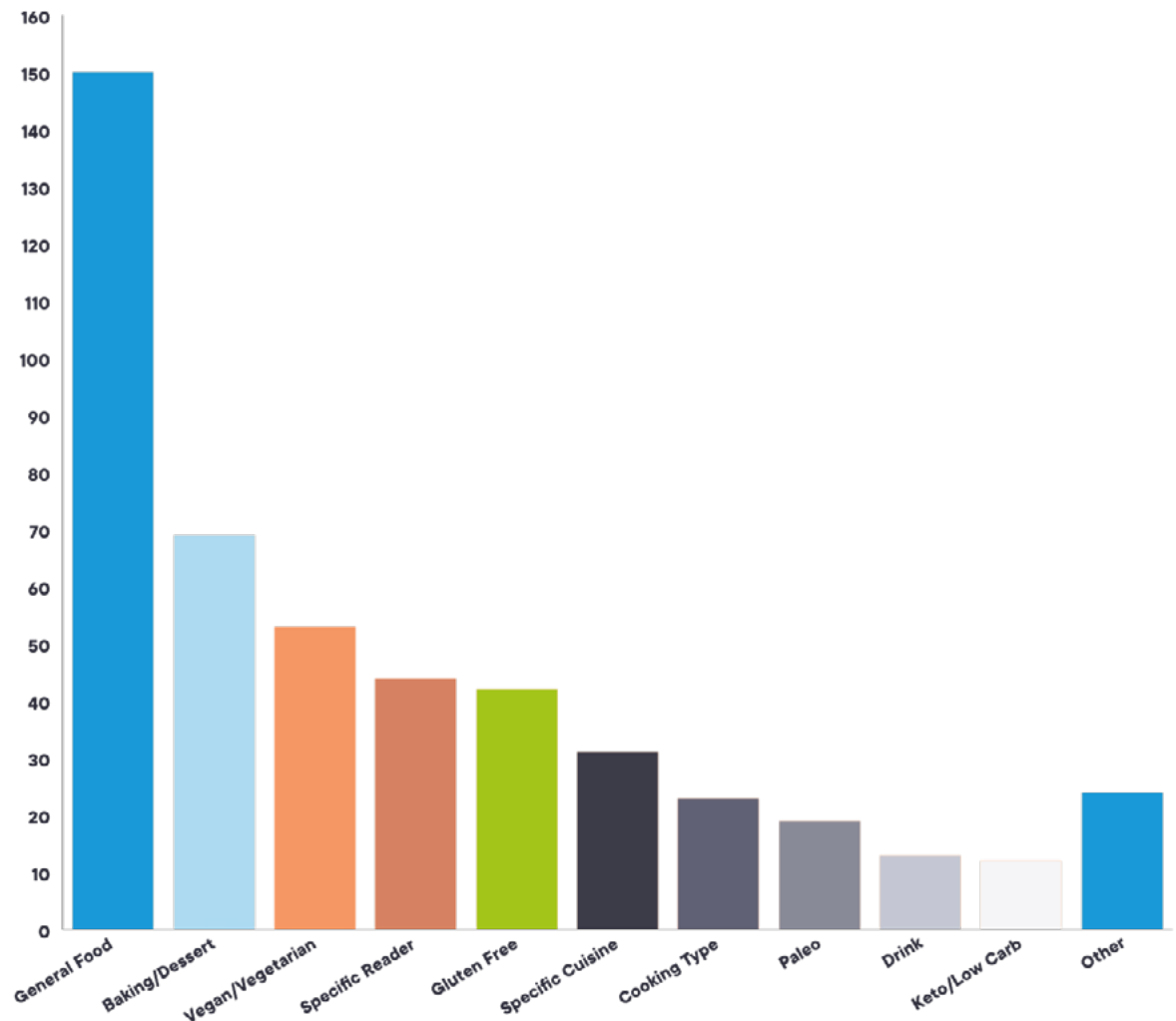


Just starting your blog? You got this! [Listen to this podcast episode about common blogging misconceptions, how to choose a host, and how to set up your blog.](#)

What niche best describes your blog?

The most popular niche for a food blog is...no niche! General food blogs reign supreme as the most popular focus of food blogs in 2020.

If you're interested in learning more about niches, [check out this podcast episode with Meggan Hill.](#)

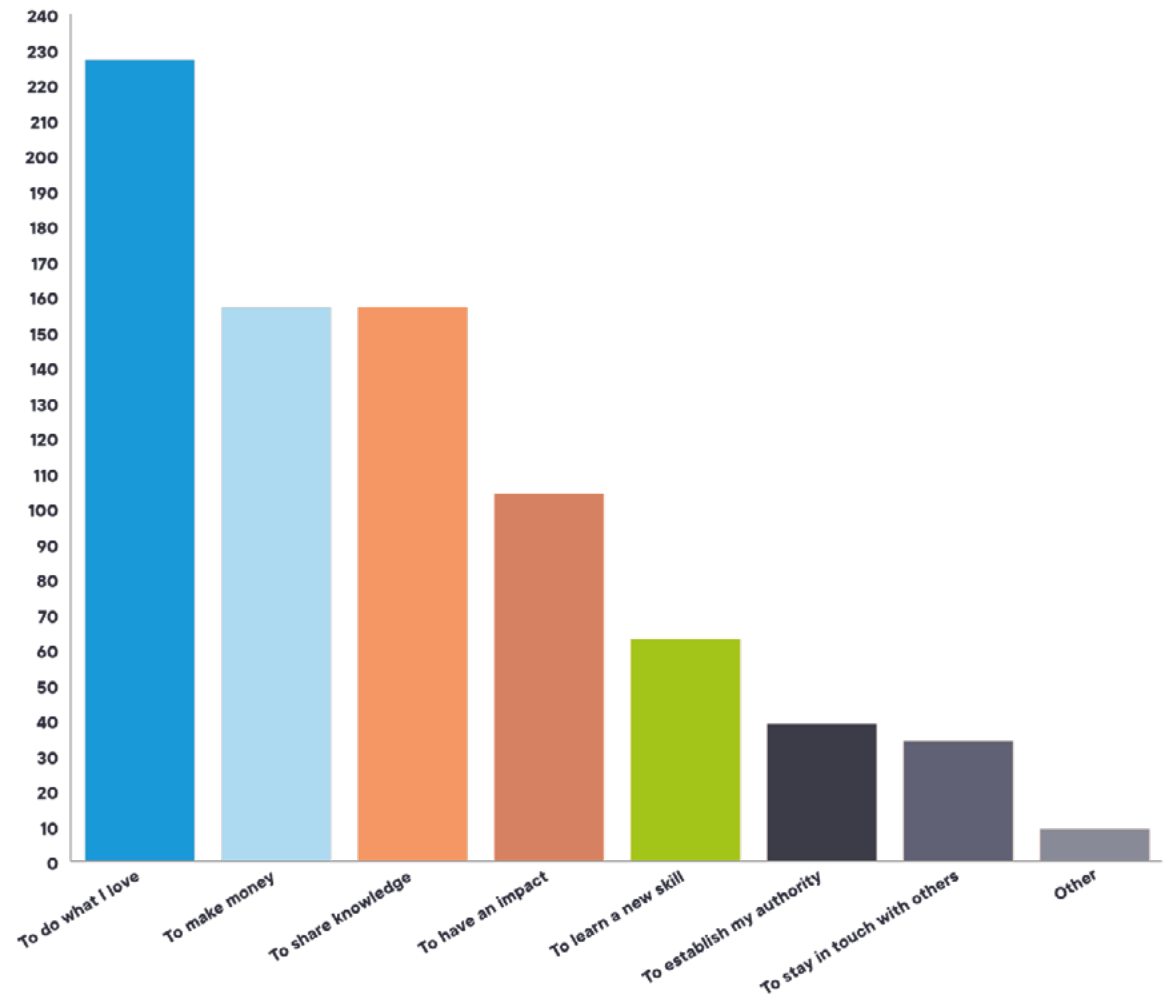


Why did you start your blog?

Fueled by ❤️! The #1 reason why you started your blog is to do what you love.

Unsurprisingly, the #2 reason is to make money to support yourself and your family.

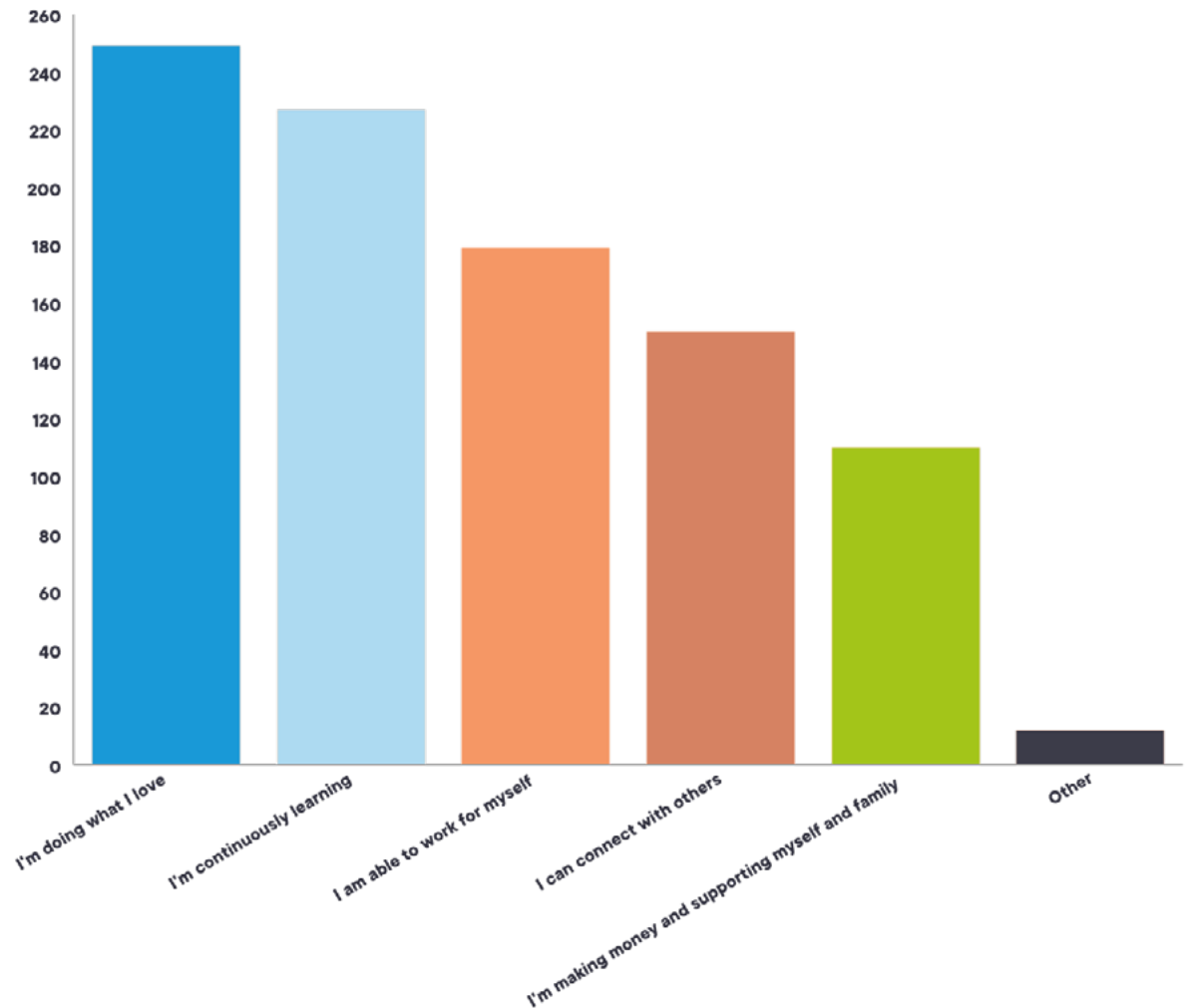
If you're interested in learning more about blog monetization, [we encourage you to check out this podcast episode](#) – it's one of our favorites!



What are your favorite things about blogging?

Since you've been blogging, ❤️ has remained your favorite thing about the process!

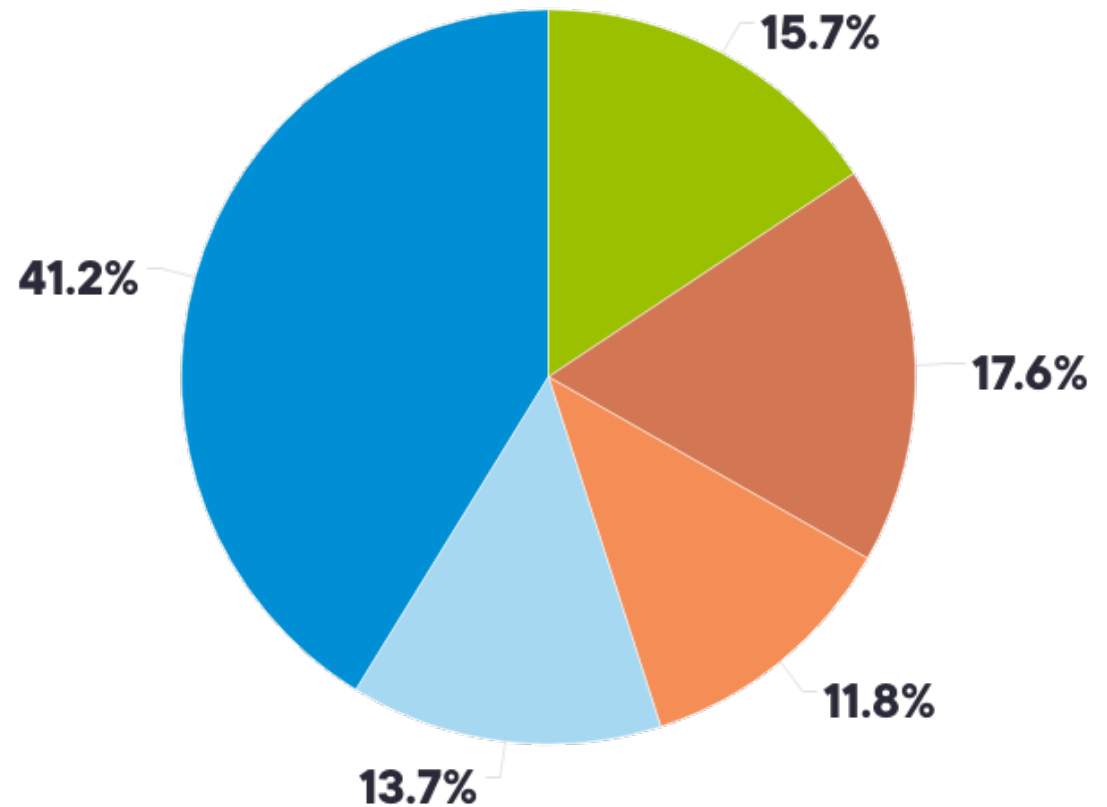
Some of the responses that fell into the "Other" category include being able to work from anywhere and the fact that blogging keeps you busy.



How long have you been blogging?

It's fascinating that most of you have been blogging for the long-haul – for more than five years!

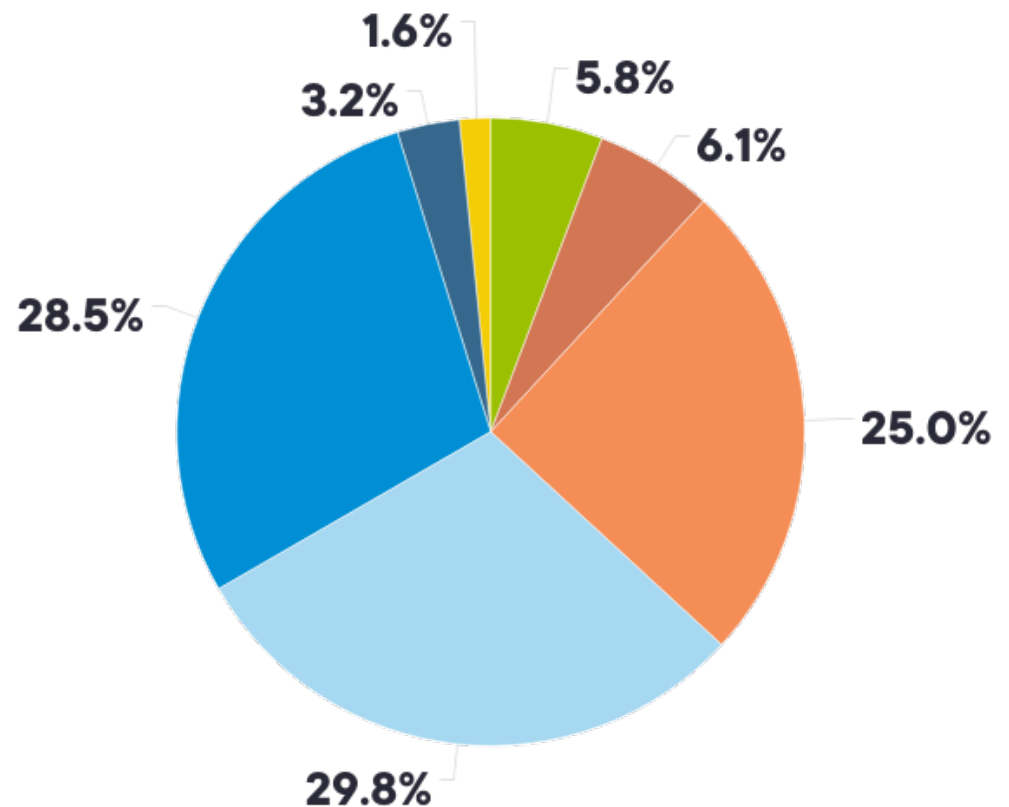
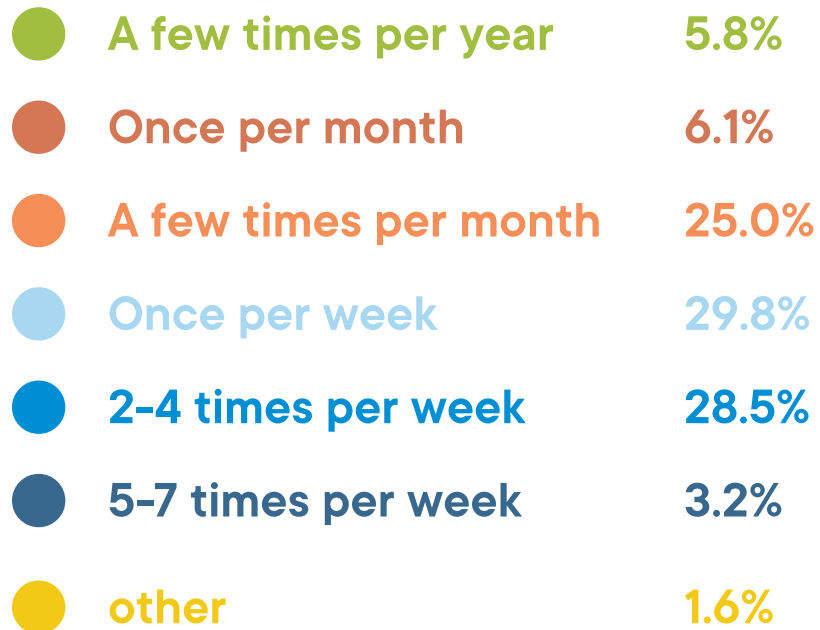
Lindsay from Pinch of Yum has been blogging for nearly 10 years, and if you're interested in learning more about the different “seasons” she has experienced with her blog in that time, [check out this podcast episode](#).



How often do you publish content on your blog?

One of the most common questions we get asked is, "How often should I publish new content on my blog?"

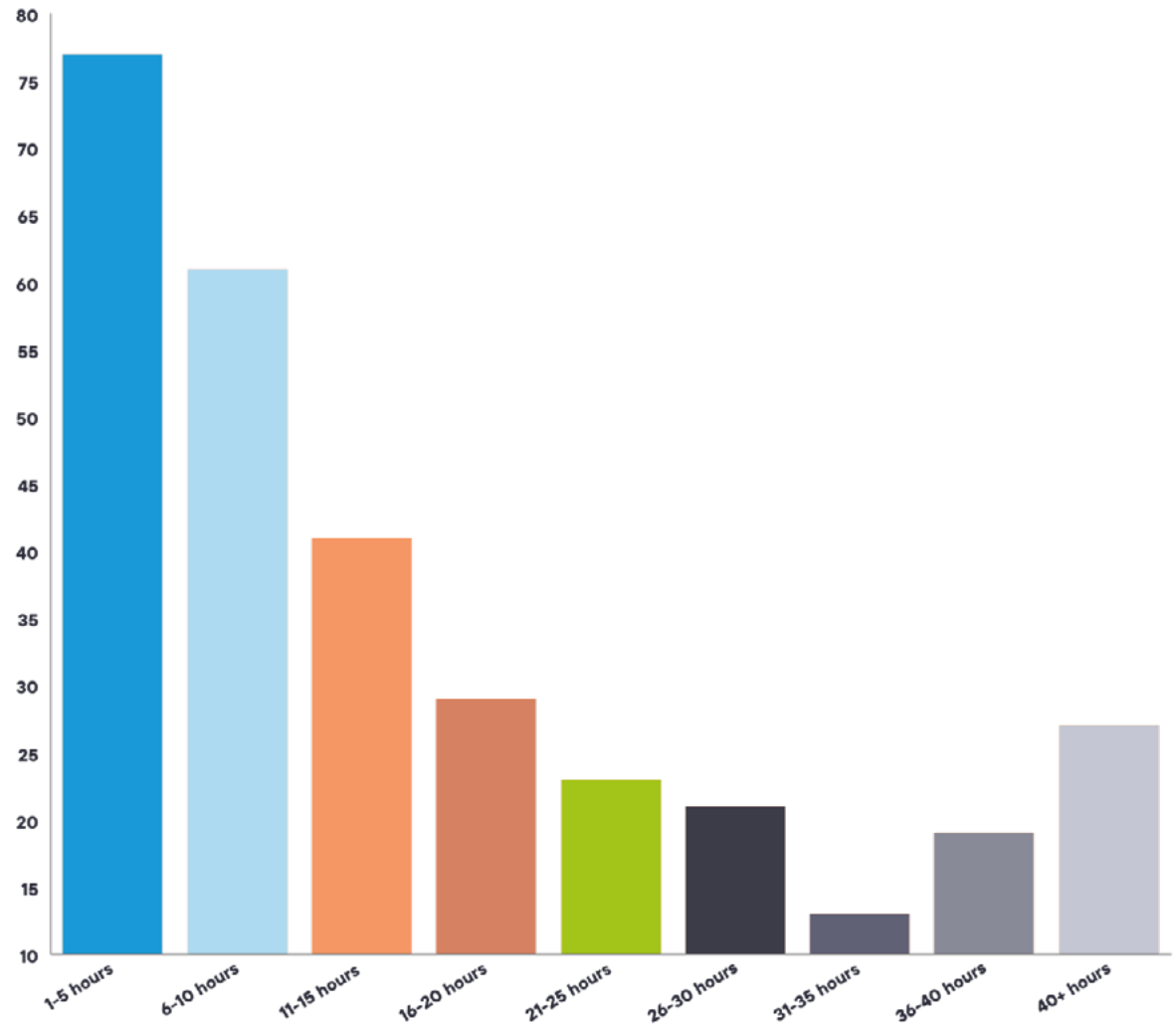
Our answer is always the same: *however often you can while still publishing quality content.*



How many hours do you spend on your blog per week?

Let's face it: we're busy people. And sometimes, it's tough to spend time on our blogs.

That said, even just a little bit of progress every day is still progress – that's what we call 1% Infinity!

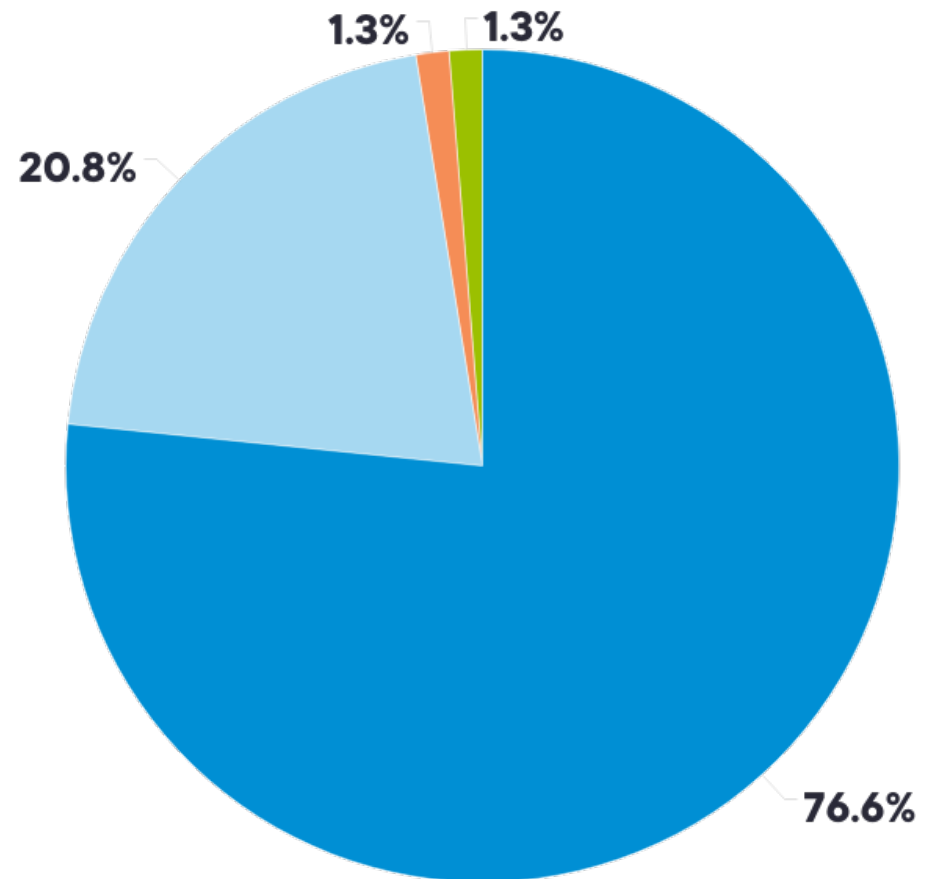


How big is your team?

Solopreneurs in the house! Over 75% of you are running your blogs solo.

If and when you're ready to hire a teammate or two, [be sure to check out this podcast episode about contractors, employees, and building a better team.](#)

● It's just me!	76.6%
● 2-3 people	20.8%
● 4-6 people	1.3%
● 6+ people	1.3%



What is your #1 struggle with your blog or business?

If only there were 34 hours in a day, right? Time is your biggest struggle, and understandably so.

Between juggling life, work, friends, family, and blogging, it can be tough to find the time to sink into your blog.

[Check out this podcast episode on processes](#) to see if you can figure out some ways you can incorporate some time-saving processes into your blog.

1. Time
2. Making enough money
3. Social Media
4. Getting to the next level
5. Google updates/SEO
6. Traffic
7. Staying on top of content/ Consistency

MONETIZATION

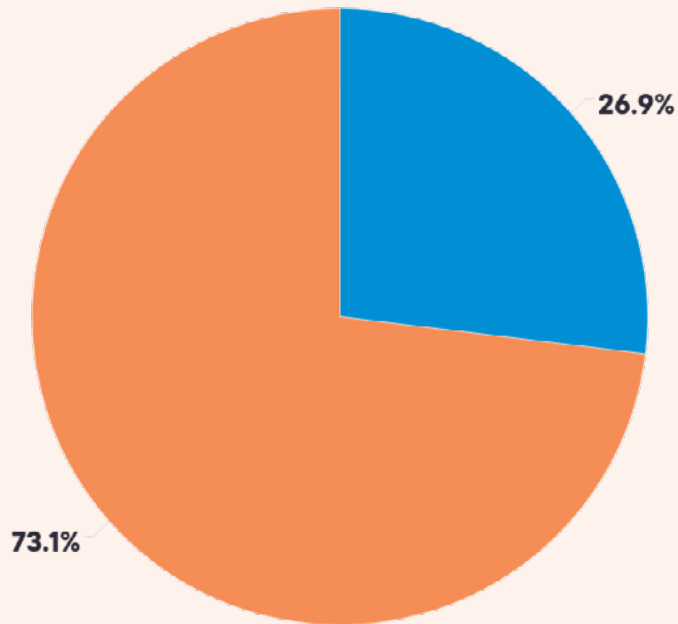
Over 50% of bloggers who took this survey started their blogs to make money, so monetization is an important part of the food blogging puzzle! In this section, we'll share sponsored content rates, monetization strategies, revenue from blogging, and whether or not blogging is the primary source of income for these bloggers.



Need more monetization advice? [In this podcast episode, we talk about monetization strategies, figuring out your sponsored content rate, affiliate marketing, and more.](#)



Is blogging your full-time job and primary income source?



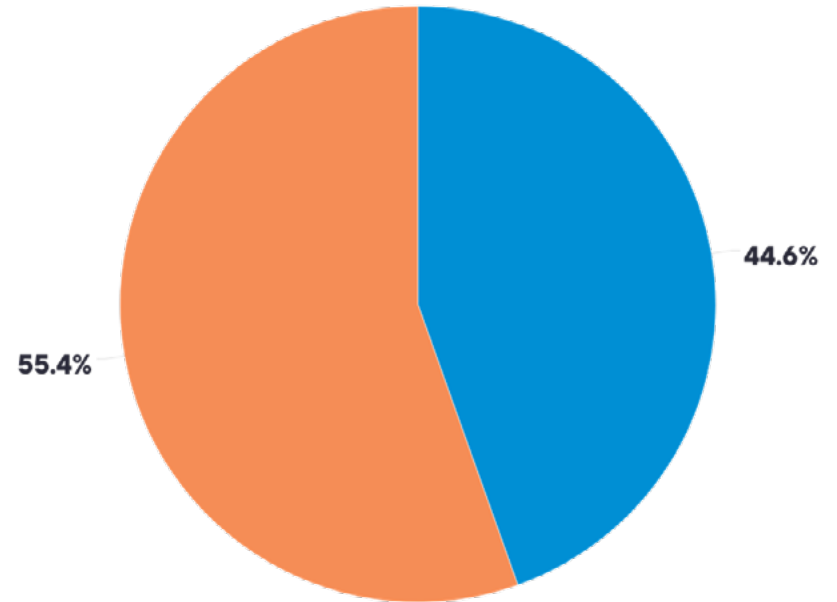
● Yes 26.9%

● No 73.1%

The majority of us run our blogs as a side-hustle, which means we blog in addition to our full-time jobs.

If you want some tips for generating some income off of your side hustle, [check out this podcast episode with Nick from Side Hustle Nation.](#)

Have you registered your blog as a business?



● Yes 44.6%

● No 55.4%

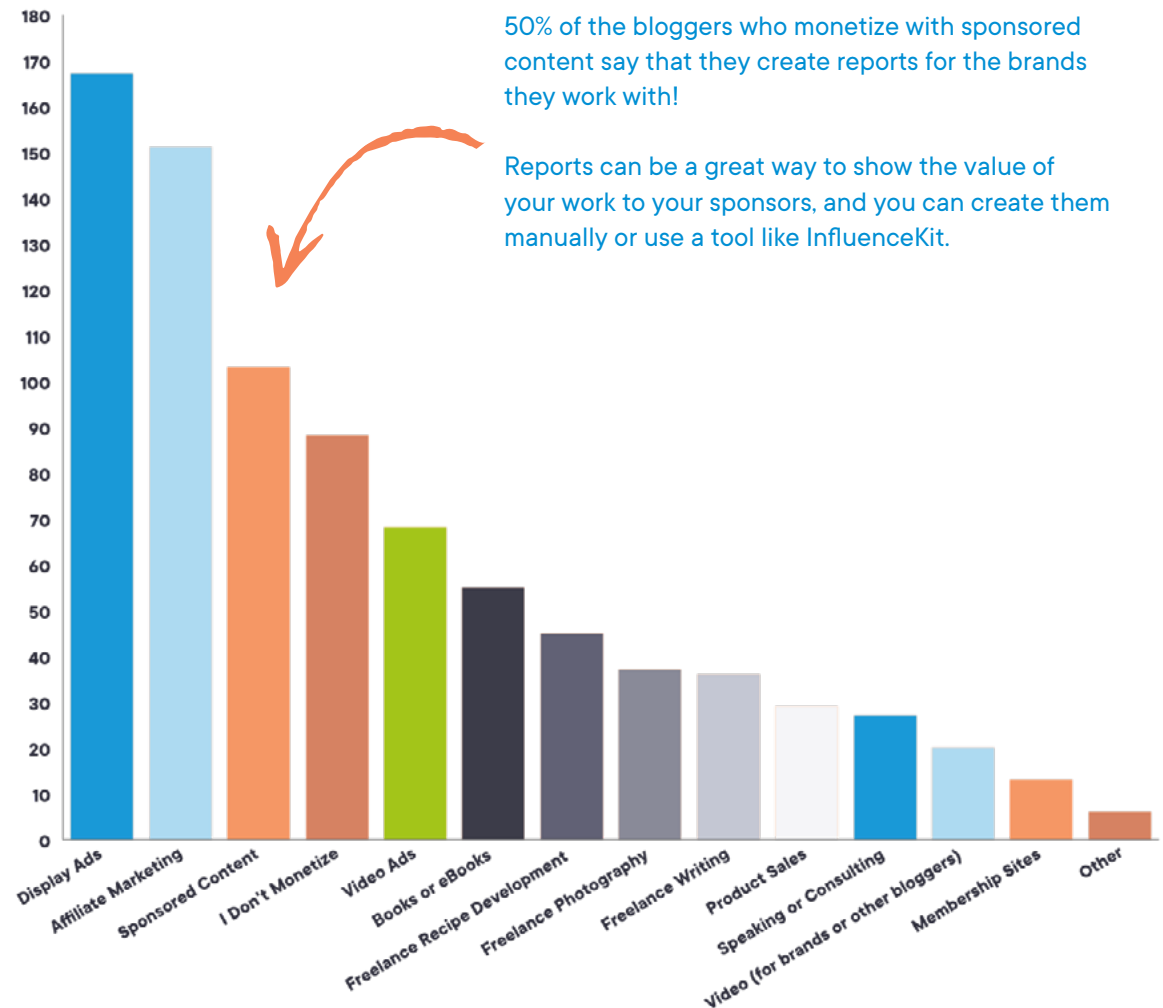
Registering your blog as a business can be a helpful line of protection to you and your blog. And if it sounds intimidating, don't worry; you can learn more about the process in [this podcast episode with Bjork.](#)

P.S. Food Blogger Pro members have access to a full course all about running your blog as a business that covers insurance, taxes, EINs, and more. [Check it out here!](#)

How do you monetize your blog?

There are so many ways bloggers can monetize their blogs, and these are the most popular ways!

Unsurprisingly, display ads, affiliate marketing, and sponsored content are the top three ways, but if you're looking for more information about monetization strategies, [check out this podcast episode](#).

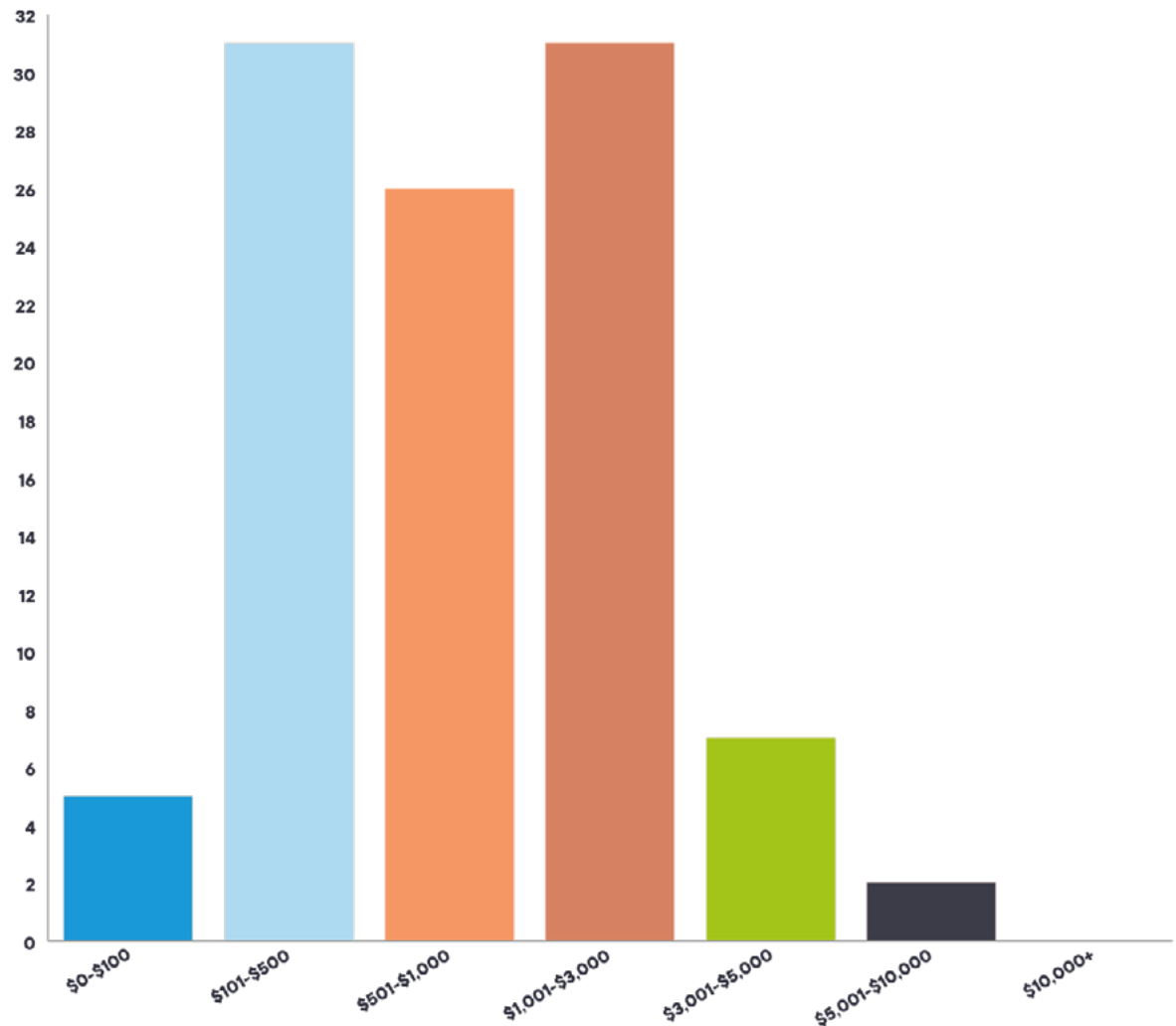


How much do you charge for a sponsored post?*

Since sponsored content is such a popular way of monetizing, we were curious how much bloggers charge for a single sponsored post.

*These numbers reflect only the post; related social shares or add-ons like videos aren't included.

If you want to learn more about setting your sponsored content rate, [we have a great podcast episode with our Legal Expert, Danielle Liss, that you should check out!](#)

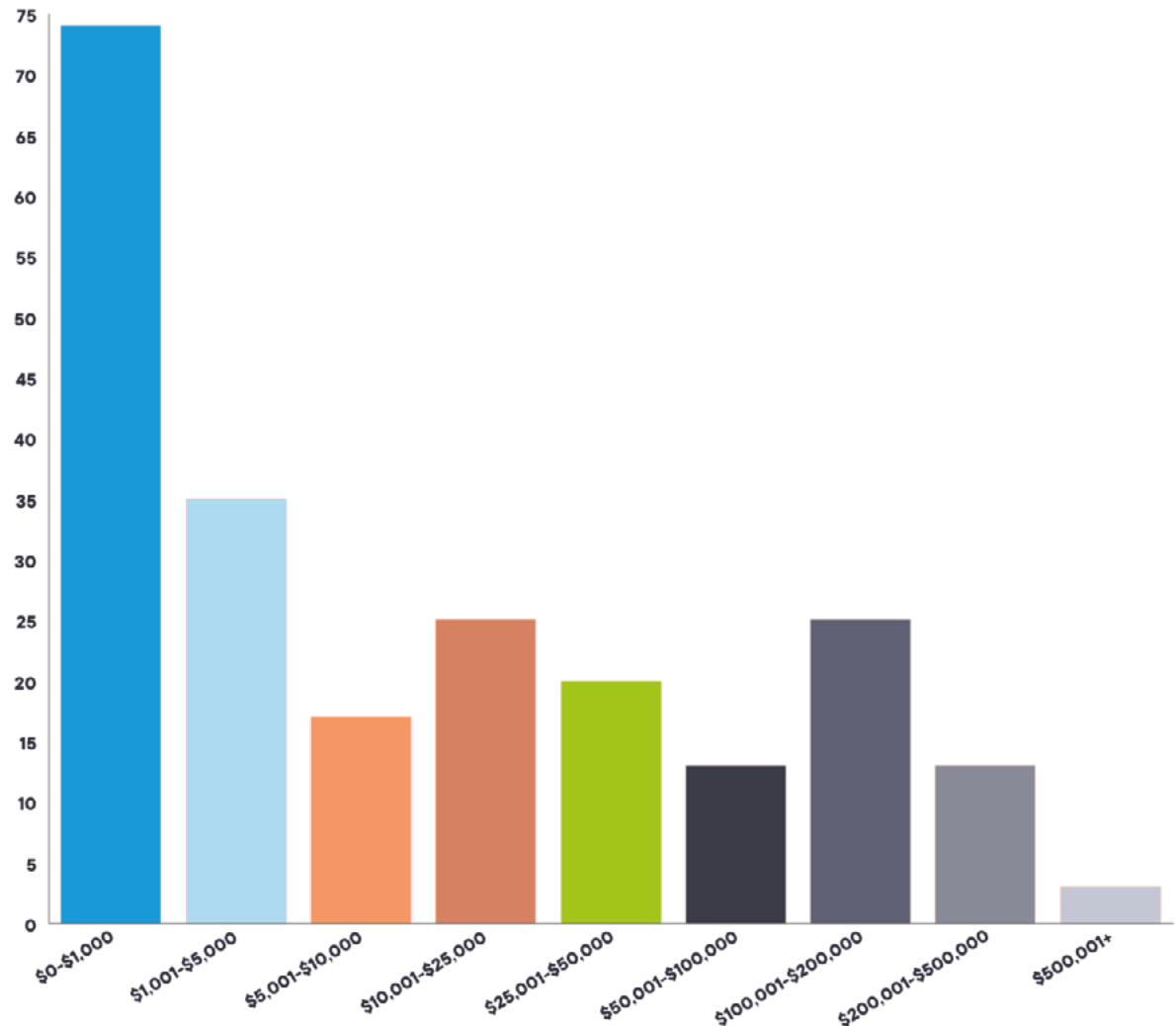


How much revenue do you make from blogging per year?

If you add up all of the money earned from all of the different ways bloggers are monetizing their blogs, you get their yearly revenue.

If you recall, 27% of the bloggers who responded to this survey are blogging full-time

If you're looking for ways to maximize your revenue this year, [check out this solo podcast episode with Bjork](#) about ways that you can make more money without doing more work.



TRAFFIC



How do you get readers to your content? This section is all about building traffic and getting the right readers in front of your recipes! Here's how bloggers are using social and recipe videos as part of their traffic strategies.

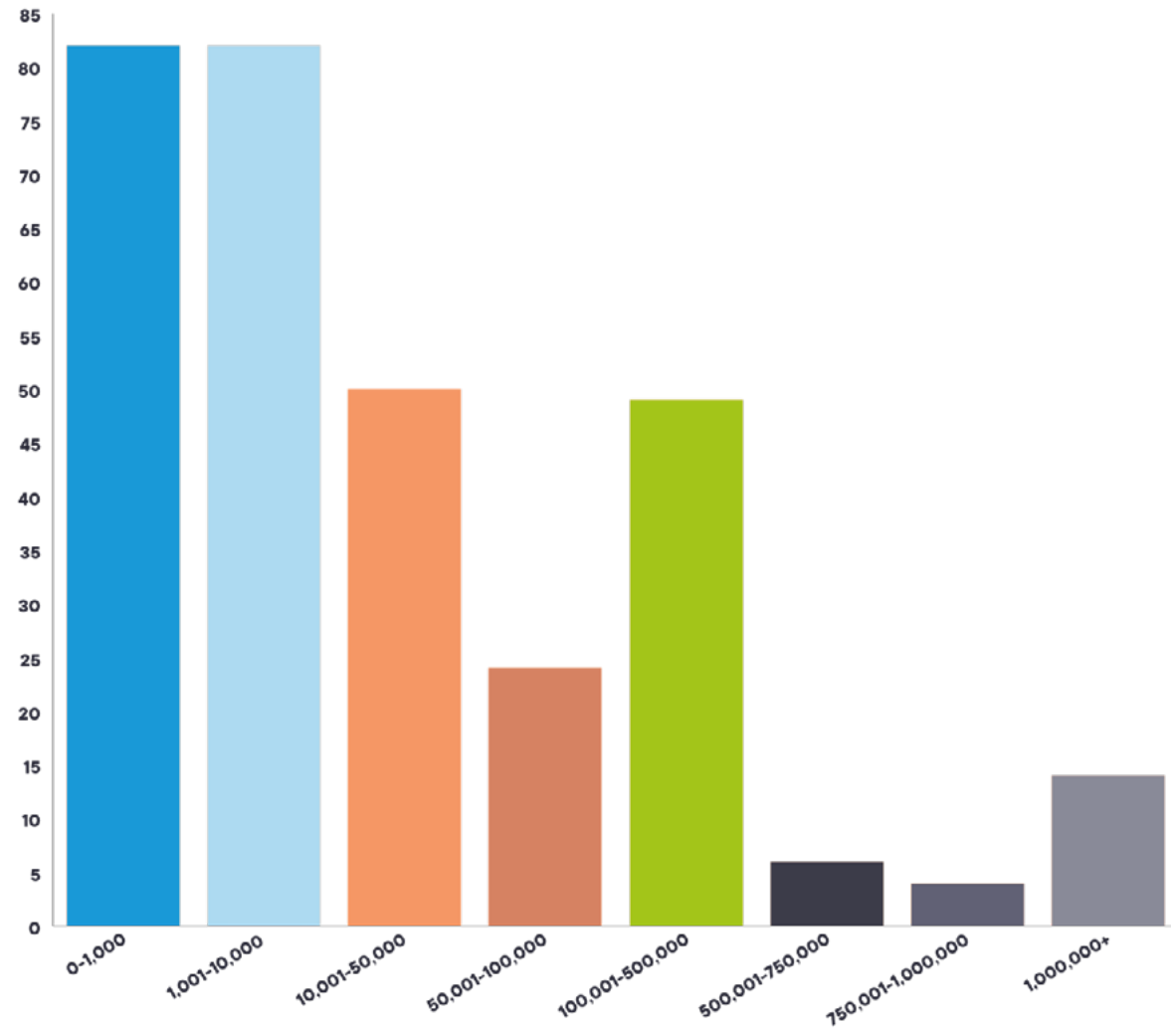


Want to learn more about traffic strategies? [Check out this podcast episode about finding your super-friends, growing your social reach, and tracking your growth.](#)

How many pageviews do you get per month?

Let's talk traffic! A pageview is recorded when a reader lands on one of your pages or posts.

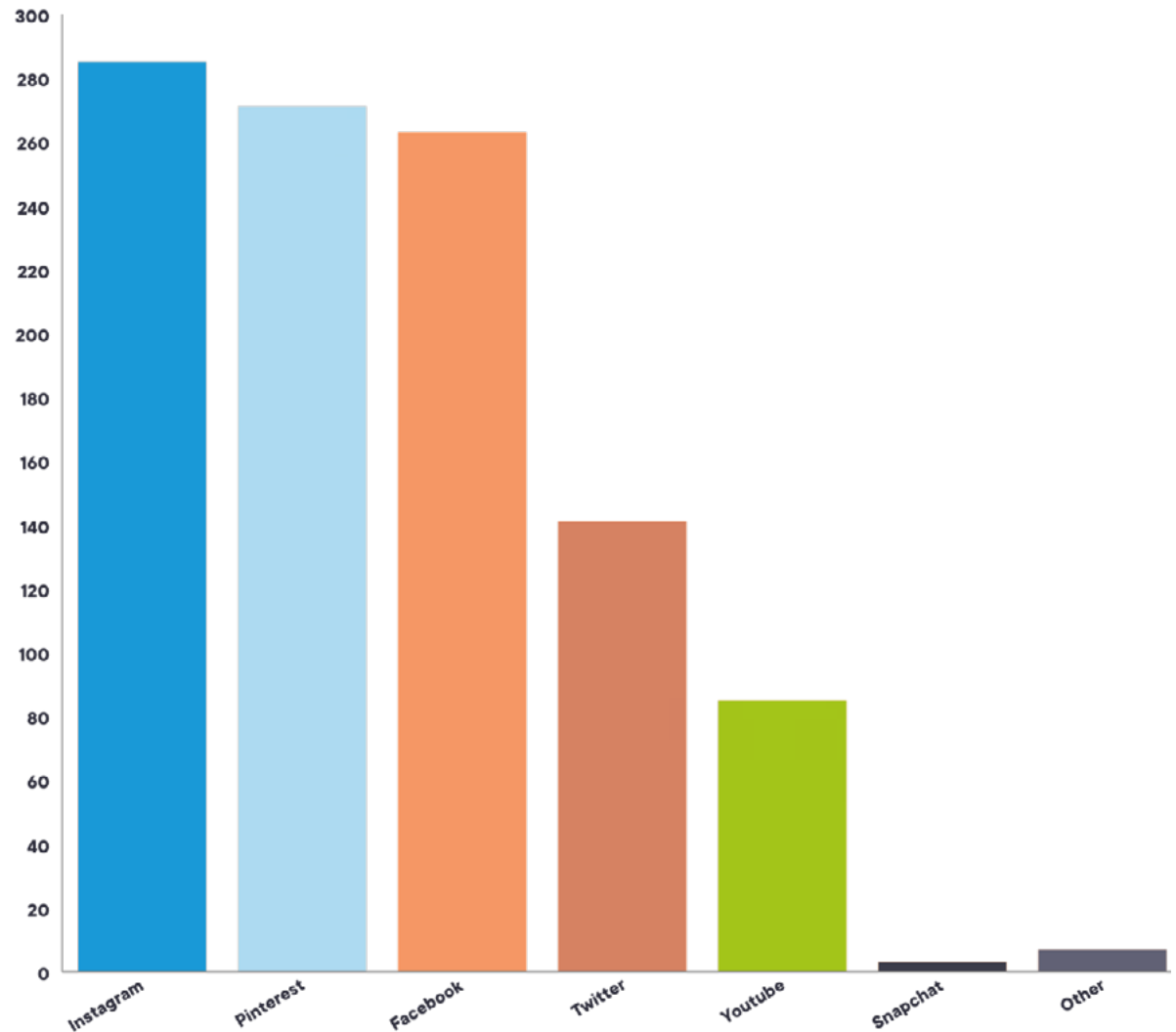
SEO can have a huge impact on your blog's traffic, and if you're looking for tips on maximizing your blog's SEO, look no further! [This podcast episode with our SEO Expert, Casey Markee, is a great place to start.](#)



What social media channels do you use for your blog?

Another important piece of the traffic puzzle is social media. And it can be tough – social media platforms change constantly, and it can seem impossible to keep up with the latest trends.

Luckily, we have two podcast episodes that can help you out! Learn about [the latest Facebook and Instagram trends here](#), and [learn how you can maximize your reach on Pinterest here](#).

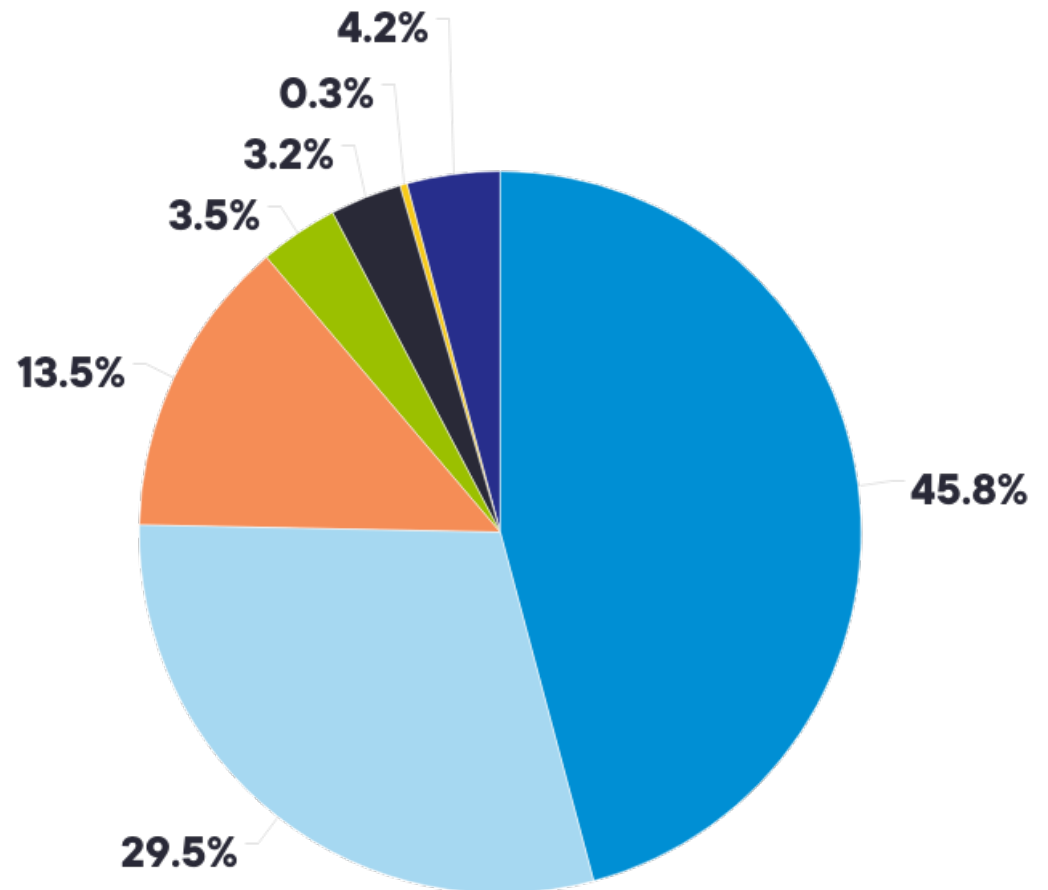


How many followers do you have on Instagram?

Instagram is the most popular social media platform for the bloggers who responded to this survey!

If you want help solidifying your Instagram strategy, members can check out [this course all about setting up your Instagram Playbook](#). If you're not a member, don't worry. [Here's a podcast episode that can help!](#)

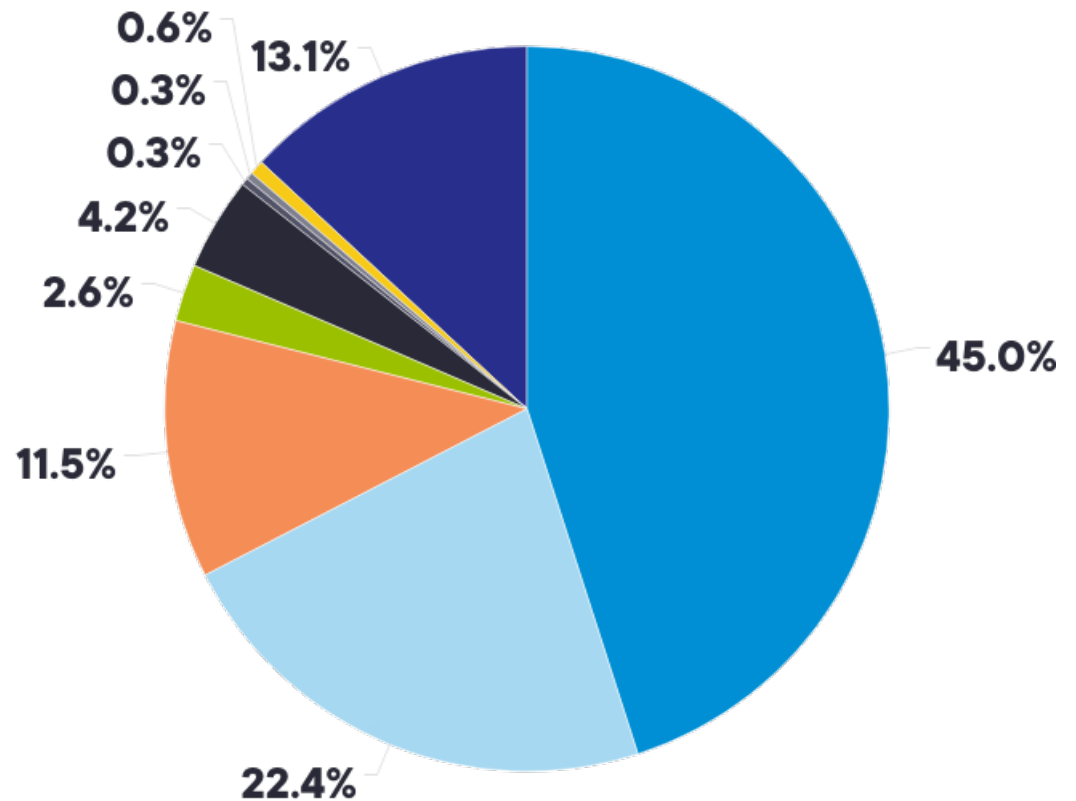
● 0-1K	45.8%
● 1K-10K	29.5%
● 10K-50K	13.5%
● 50K-100K	3.5%
● 100K-500K	3.2%
● 500K-750K	0.0%
● 750K-1M	0.0%
● 1M+	0.3%
● I don't use Instagram	4.2%



How many followers do you have on Facebook?

Are you on Facebook? Do you know how to best reach your Facebook audience?

We have two courses for members that can help you out: one that's all about [using Facebook](#) and another about [social strategy](#) that you can use to develop a strategy that works for you and your audience.

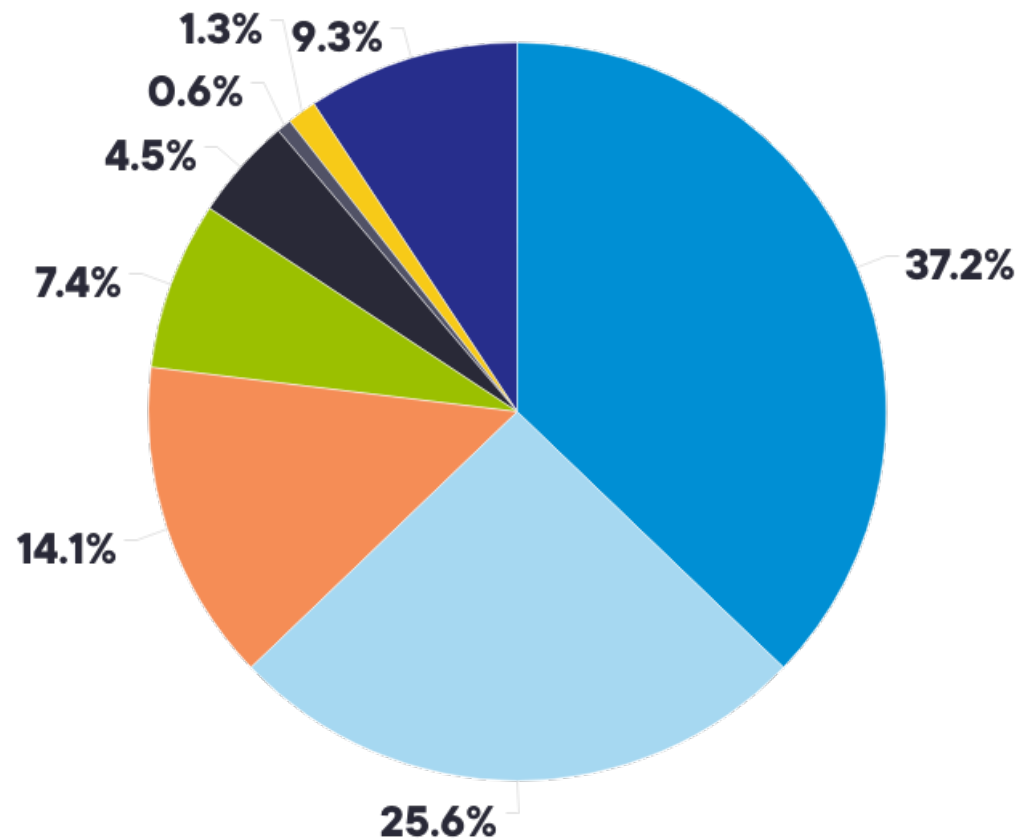


● 0-1K	45.0%
● 1K-10K	22.4%
● 10K-50K	11.5%
● 50K-100K	2.6%
● 100K-500K	4.2%
● 500K-750K	0.3%
● 750K-1M	0.3%
● 1M+	0.6%
● I don't use Facebook	13.1%

How many followers do you have on Pinterest?

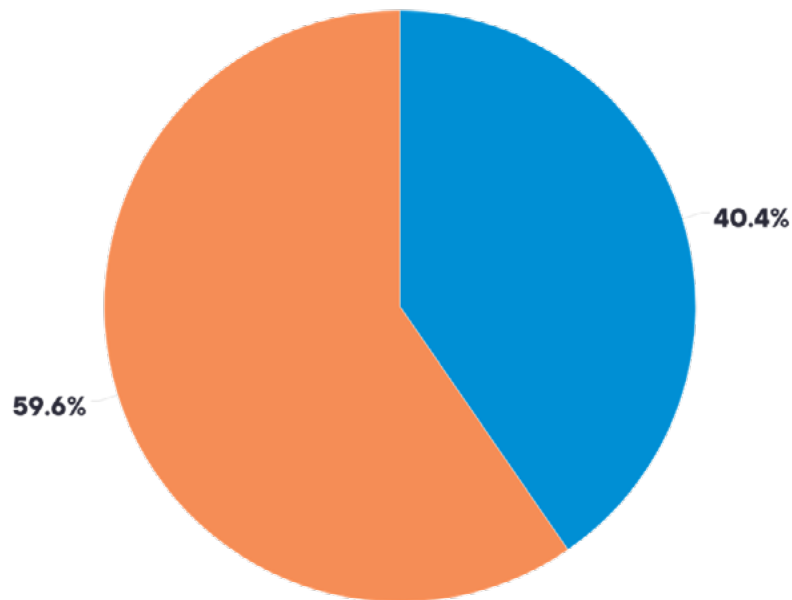
We ❤️ Pinterest, and it can be a powerful way you can drive traffic back to your blog.

[In this podcast episode](#), our Pinterest Expert, Kate Ahl, answers common questions about growing a following and sharing content on Pinterest. Be sure to check it out if you're looking to level-up your Pinterest game this year!



0-1K	37.2%
1K-10K	25.6%
10K-50K	14.1%
50K-100K	7.4%
100K-500K	4.5%
500K-750K	0.6%
750K-1M	0.0%
1,M+	1.3%
I don't use Pinterest	9.3%

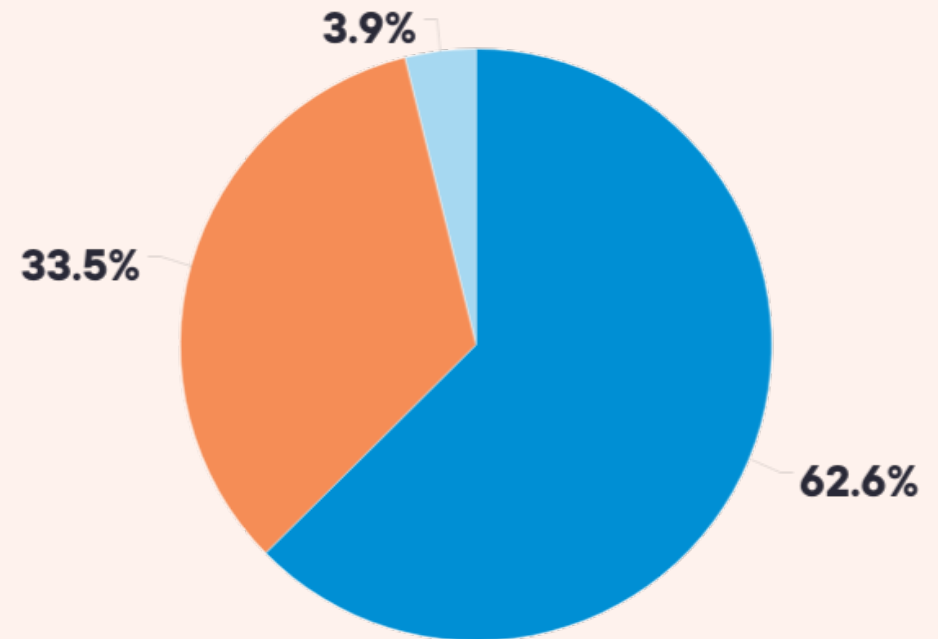
Do you make recipe videos?



We love recipe videos, and 40% of you do too! Recipe videos can be a great way to engage your readers and share your content in a new way.

If you're already sharing recipe videos and you're looking for ways to repurpose the video content you already have, [check out this podcast episode with Brita Britnell for some advice.](#)

What kind of recipe videos do you make?



Did you know that longer-form on-camera cooking videos perform better than short Tasty-style videos on YouTube? It's true!

[Check out this podcast episode with Tim Schmoyer](#) for more information on getting your videos seen on YouTube.

TECH

The right tech is an important part of running a blog, and that's what we're focusing on in this section. We were curious about the tools and plugins that bloggers rely on to run their blogs, and you'll find those lists below.

Plugins and tools can be helpful (and necessary!), but too many can contribute to bloat and affect your site speed. As you're pursuing these lists, we encourage you to take a look at the plugins and tools that you use for your own site and ask yourself if each is necessary to how you run and operate your blog.



Want to learn more about tech? We got you covered. [This podcast episode with FBP Expert Andrew Wilder will help you understand \(and fix!\) some common technical blogging mistakes.](#)

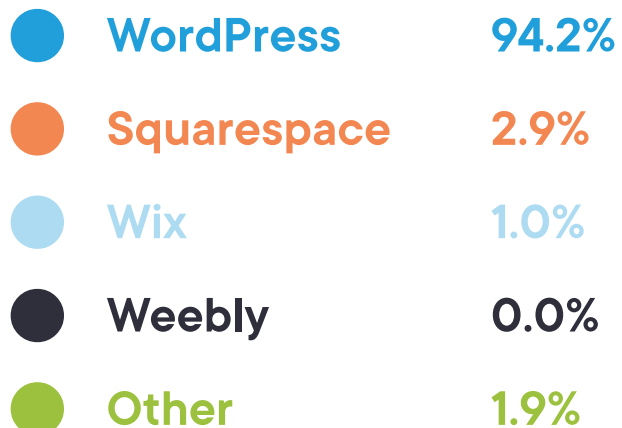
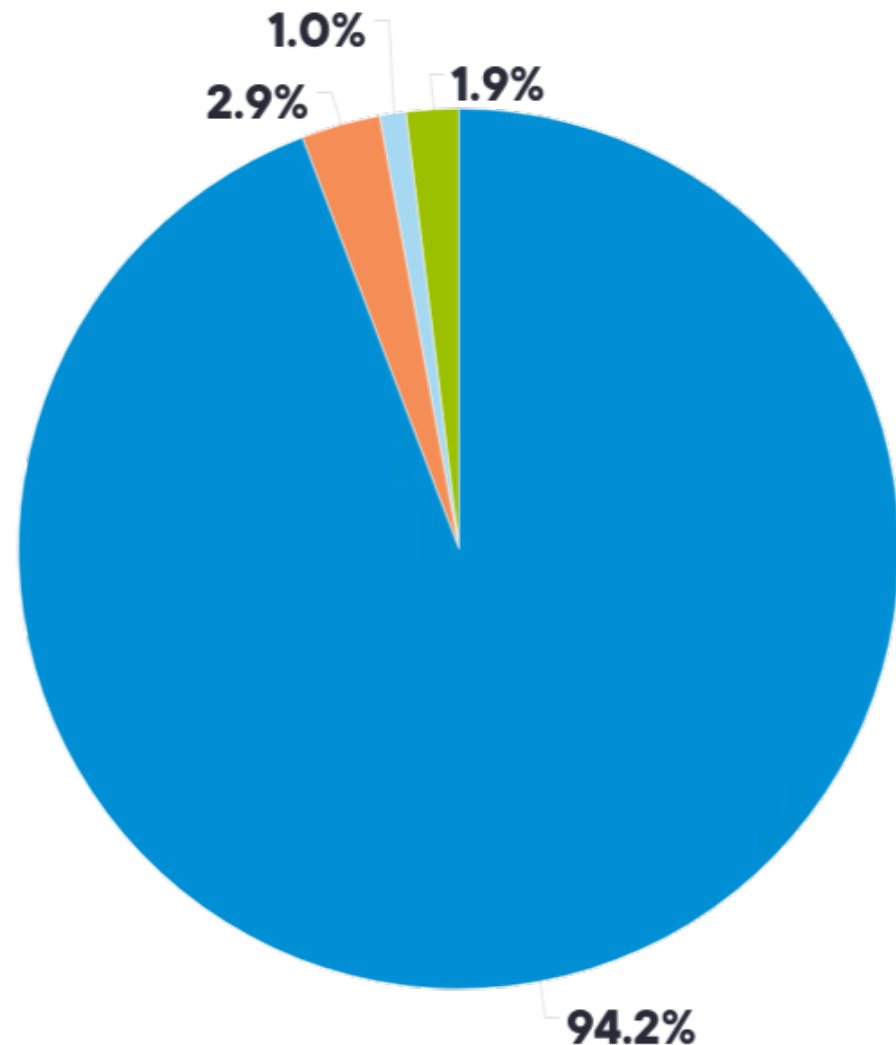


What content management system do you use to run your blog?

It's no surprise we're fans of WordPress – and it looks like you are, too!

Not only is WordPress the site we use to run our food blog, Pinch of Yum, it's also the platform we recommend to new bloggers.

If you want to learn more about the reasons why we're WordPress fans, be sure to [check out this article from the Food Blogger Pro blog](#).



What tools do you rely on to run your blog or business?

There are so many tools available to bloggers today that make the process of running a blog easier. From managing social posts to collaborating with sponsors to sending emails to tracking your growth, there's a tool for pretty much everything!

These are the most popular tools bloggers are using in 2020.

- Akismet
- Classic Editor
- Create by Mediavine
- Google Analytics by MonsterInsights
- ShortPixel
- Simple Social Icons
- Social Pug
- Social Warfare
- Sucuri Security
- Tasty Links
- Tasty Pins
- Tasty Recipes
- WP Recipe Maker
- WP Rocket
- Yoast SEO

What plugins do you rely on to run your blog or business?

One of our favorite things about WordPress is its ability to run plugins. If you're unfamiliar with plugins, you can think of them like apps on your phone – they give additional capabilities or functionalities to your website.

These are some of our bloggers' favorite plugins for 2020.

- Google Drive
- Google Analytics
- Adobe Lightroom/Photoshop
- Google Search Console
- Google Docs/Sheets
- Final Cut Pro X
- SEM Rush
- Food Blogger Pro
- Mailchimp
- ConvertKit
- Adobe Premiere Pro
- Tailwind
- CoSchedule
- Planoly
- Canva
- Asana

THANK YOU!

Thanks to all of our survey participants! We love learning more about the ways you run your blogs, and we hope you found the results of this survey interesting, helpful, and motivational. 🙌

Stay in touch!



[The Food Blogger Pro Podcast](#)

We release a new (free!) Food Blogger Pro Podcast episode every Tuesday, and each episode helps both aspiring and seasoned bloggers create a beautiful, functional, and profitable blog.

Subscribe to the podcast on [Spotify](#), [Apple Podcasts](#), [Google Play Music](#), or on your favorite podcasting app.



[Food Blogger Pro](#)

Our community for food bloggers! If you're looking for support, motivation, and instruction on the strategies that can help you grow and monetize your blog, we encourage you to consider becoming a Food Blogger Pro member.

You can learn more and join at foodbloggerpro.com.

Follow us on social

Want to stay up-to-date with all-things Food Blogger Pro and blogging? Give us a follow!

