

PART I - Persona

Kenzie Wright is a twenty-nine-year-old accounting clerk whose office operates using a hybrid-style schedule. She's an avid TikTok, Instagram and Pinterest user, especially when it comes to lifestyle content like baking recipes or crafting ideas. Kenzie frequently sees sponsored content online via sponsorships, ads or marketing content. She is committed to saving up as soon as possible and has already started contributing to her pension fund. If Kenzie has any affinity for a certain brand, it's for its balanced utility and aesthetic, therefore, she owns Baggu's reusable shopping bags, a Cricut Joy Machine and a KitchenAid stand mixer. That said, she considers herself to be a practical person, so she doesn't necessarily care about brand names. She cares more about if a product delivers on its function. She is a first-time pet owner who has recently adopted a three-week-old kitten.

PART I - Keyword research

Kenzie's position

- "Think" category of Kaushik's STDC framework
- Main issue = concerned about her kitten's safety/wellbeing
 - o Wellbeing/behaviour/development
 - Red flags in health or behaviour
 - Beginning stage of Kenzie's awareness
 - o Fear/escape prevention
 - o Solutions (i.e., tips, guides, signs)

Possible Google searches/questions

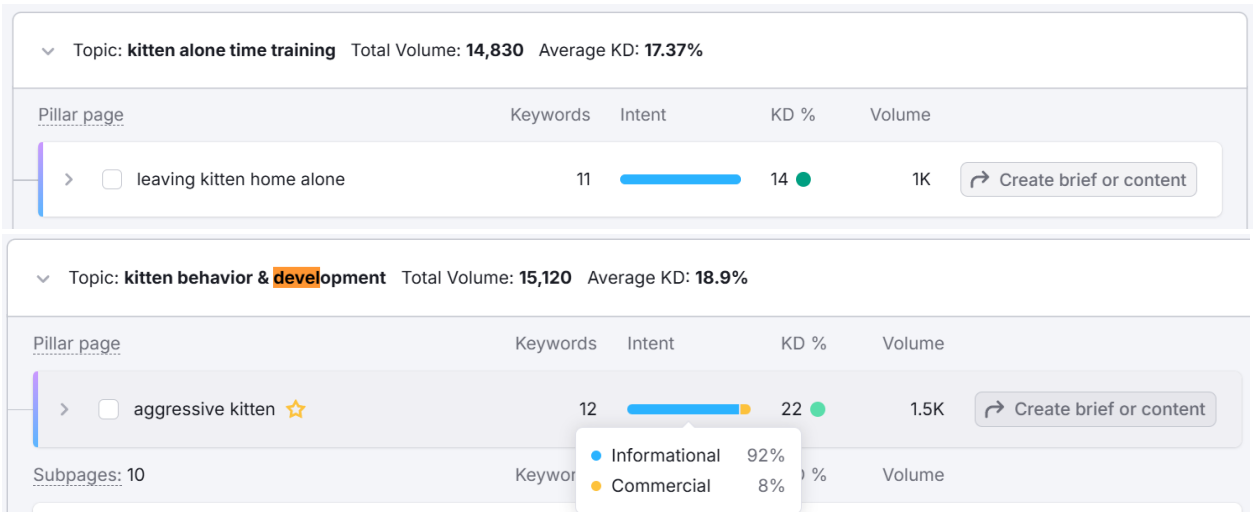
- General safety and new owner tips
 - o "how to keep an indoor kitten safe when you're not home"
 - o "leash training for kittens 8-week-old kittens"
 - o "getting kitten used to a new home"
- Seasonal
 - o "open window safety cat"
 - o "travel guide pet owner tips"
 - o "cat sitting tips for holiday travel"
- Emergency concerns
 - o "what to do if your indoor cat escapes"
 - o "how to track your cat if it gets lost"

Prospective ranked keywords and SERP analysis using Sem Rush and Google

- Seed keyword: "indoor kitten safety"
- Primary intent for results → Informational

Topic: kitten safety proofing Total Volume: 1,280 Average KD: 25%

Pillar page	Keywords	Intent	KD %	Volume	
>	how to kitten proof your home	7	25	1.3K	Create brief or content



cat proofing	kitten safety
cat proofing house	kitten safety
cat proofing apartment	kitten safety collar
cat proofing balcony	kitten safety tips
cat proofing fish tank	kitten safety gate
cat proofing christmas tree	kitten safety net
cat proofing apartment balcony	kitten collar safety buckle
cat proofing stair banister	is it bad to lock a kitten in a room
cat proofing net	when can i let my kitten out of the safe room
cat proofing singapore	kitten safe
cat proofing a garden	

Primary longtail keyword → “how to keep my kitten safe when I’m not home”

Starting from broader terms like “kitten safety” and “pet tracking,” the keyword was refined into a long-tail query with clear informational intent. This allows the content to focus on prevention and safety while naturally introducing solutions such as pet tracking devices, including Apple AirTag, without being overly promotional. I also wanted to capture concern while still acknowledging that she is in the beginning stage of her research as a first-time pet owner. As far as she’s concerned, she can just make some lifestyle changes to keep her kitten safe. Seasonal and situational factor—specifically revolving travel or extended absences—were also considered to ensure relevance.

Secondary keywords

- indoor kitten safety tips
- how to kitten-proof an apartment
- how to prevent indoor cats from escaping
- what to do if your indoor cat gets out
- how to find a lost indoor cat quickly
- how to track your cat if it gets lost

The secondary keywords expand on the primary query by addressing related concerns around prevention, escape risk and tracking solutions, helping to capture broader search intent while guiding readers naturally toward considering tools like AirTag.

PART II - Blog Outline

Title (H1): How to Keep Your Kitten Safe When You're Not Home (and Actually Relax)

Meta Description: Learn how to keep your indoor kitten safe while you're away, from kitten-proofing your home to using smart tracking tools like AirTag.

Funnel stage: Think (problem-aware)

Goal: To educate pet owners on indoor kitten safety and introduce tracking solutions as a helpful option.

Audience: First-time or busy pet owners (e.g., hybrid workers) concerned about their kitten's safety at home.

Primary keyword:

- how to keep my kitten safe when I'm not home

Sub keywords:

- indoor kitten safety tips
- how to kitten-proof an apartment
- how to prevent indoor cats from escaping
- how to track your cat if it gets lost
- airtag for cats safety

<<Intro>>

- Introduce concern of leaving a kitten home alone
- Emphasize safety and peace of mind

H2: Why Indoor Kitten Safety Matters

- H3: Risks of being unsupervised
- H3: Common concerns for owners

H2: How to Kitten-Proof Your Home

- H3: Remove hazards and secure small spaces
- H3: Set up a safe, contained environment

H2: Preventing Your Kitten from Escaping

- H3: Door and window safety (seasonal mention: summer/open windows)
- H3: Routine checks before leaving

H2: What Happens If Your Indoor Cat Gets Out?

- H3: How far indoor cats travel
- H3: Steps to find a lost cat quickly

H2: How to Keep Track of Your Kitten When You're Away

- H3: Overview of pet tracking option (e.g., breakaway safety collars, microchipping, window guards/screens, door deterrents)
- H3: Benefits of monitoring your pet

H2: Can You Use an AirTag for Cats?

- H3: How AirTag works for pets
- H3: Safety and limitations

H2: <Conclusion>

- H3: Reinforce prevention and monitoring
- H3: Emphasize peace of mind for owners

PART III - Blog Post

H1: How to Keep Your Kitten Safe When You're Not Home (and Actually Relax)

<<H2>> Intro

You did it! You took the plunge and invested in a furry companion to love and adore. Between the honeymoon phase of midday cuddles and late-night zoomies, it's important to consider the safety of your kitten, especially if you live alone. When you're not home, even the smallest risks can add up, but with the right setup and a few smart precautions, you can keep your kitten safe and give yourself peace of mind.

<<H2>> Why Indoor Kitten Safety Matters

<H3> Risks of being unsupervised

When left alone, kittens can easily get into trouble simply by exploring. Small spaces, unfamiliar objects, and sudden movements can lead to accidents, especially in a new environment.

<H3> Common concerns for owners

For many pet owners—especially those living alone or working hybrid schedules—being away from home can bring a sense of uncertainty. It's not always clear what your kitten might get into, making safety a key concern from the start.

<<H2>> How to Kitten-Proof Your Home

<H3> Remove hazards and secure small spaces

Secure loose cords, remove toxic plants, and keep small objects out of reach. Block off tight spaces behind furniture or appliances where your kitten could get stuck.

<H3> Set up a safe, contained environment

Create a designated area with essentials like food, water, a litter box, and toys. Limiting your kitten to one room while you're away can help reduce risks while still giving them space to play safely.

<<H2>> Preventing Your Kitten from Escaping

<H3> Door and window safety

In the warmer months or when you're cooking, open windows are still on the table. Simply ensure the screens are securely installed and avoid leaving entry points unattended. Curious cats may scratch at the screen's grid to sharpen their claws, so double-check that your kitten isn't nearby when coming and going to prevent accidental escapes.

<H3> Routine checks before leaving

Before heading out, do a quick scan of your space—close windows, secure doors, and remove anything your kitten could knock over or get into. A simple routine can help prevent accidents while you're away.

<<H2>> What Happens If Your Indoor Cat Gets Out?

<H3> How far indoor cats travel

Don't fret! Indoor cats tend to stay close to home, often hiding within a small radius rather than roaming far. They may seek quiet, enclosed spaces nearby, especially if they're frightened or unfamiliar with the outdoors.

<H3> Steps to find a lost cat quickly

Start by searching nearby hiding spots, especially at night when cats are more active. Call their name calmly, place familiar items like food or bedding outside and alert neighbours or building staff as soon as possible.

<<H2>> How to Keep Track of Your Kitten When You're Away

<H3> Overview of pet tracking option

In addition to prevention, simple tools can help you keep tabs on your kitten. Breakaway collars with ID tags, microchipping, and secure window screens or door deterrents all add an extra layer of protection if your kitten slips out.

<H3> Benefits of monitoring your pet

Having a way to identify or locate your kitten can make a stressful situation more manageable. It not only increases the chances of a safe return but also gives you added peace of mind while you're away.

<<H2>> Can You Use an AirTag for Cats?

<H3> How AirTag works for pets

Apple AirTags use Bluetooth signals to connect to nearby devices in the Find My network, helping you locate your pet's last known location. When attached to a collar, they can be a simple way to keep track of your kitten within a certain range.

<H3> Safety and limitations

AirTags aren't designed specifically for pets and don't provide real-time GPS tracking. They work best in populated areas where nearby devices can update their location, so they may be less reliable for long-distance tracking or in quieter areas.

<<H2>> Conclusion

Keeping your kitten safe starts with simple prevention—kitten-proofing your home, securing entry points, and creating a safe environment. Pairing these steps with tools that help you monitor or identify your pet adds an extra layer of protection. With the right setup in place, you can leave home feeling more confident that your kitten is safe. A few proactive choices can go a long way in giving both you and your pet greater comfort and security.