

Content Brief

Headline:	How to Master Disastrous Diaper Blowouts (2023 Edition)
Target keyword:	Diaper blowouts
Secondary keywords:	<ul style="list-style-type: none">● Prevent diaper blowouts● What causes diaper blowouts● Are diaper blowouts normal● Diaper blowouts up the back
Searcher intent:	Searcher may be a parent or caregiver of a young child, wanting information about the cause of and tips for how to prevent or deal with diaper blowouts
Success criteria:	To rank on Page 1 of Google for the target keyword “diaper blowout” within 12 months.
Target influencers:	<ul style="list-style-type: none">● Pinterest.com● Youtube.com● Medium.com● Bloglovin.com● Linktr.ee
Word count:	2000
Competition:	<p>https://ecopeaco.com/blogs/pod/diaper-blowout (unicorn)</p> <p>https://www.verywellfamily.com/diaper-blowout-cleanup-5270142</p> <p>https://www.pampers.com/en-us/baby/diapering/article/diaper-leaks-prevent-leaks-and-blowouts-by-ensuring-the-right-diaper-fit</p> <p>https://tabeeze.com/blogs/the-journal/diaper-blowout-baby-poop-up-</p>

[back](#)

<https://www.babycubby.com/blogs/parenting/12-tips-and-tricks-to-stop-the-dreaded-diaper-leaks-and-blowouts>

<https://fullheartmommy.com/baby-diaper-blowout/>

Outline:

Introduction [150 words]

<H2> Understanding Diaper Blowouts [75 words]

<H3> Definition of Diaper Blowouts [50 words]

<H3> Commonness of Diaper Blowouts in Infancy [50 words]

<H3> Causes of Diaper Blowouts [125 words]

<H2> Role of Diet in Diaper Blowouts [50 words]

<H3> How Certain Foods Can Cause More Blowouts [65 words]

<H3> Advice on Adjusting Baby's Diet [50 words]

<H3> Consulting with a Pediatrician about Diet and Blowouts [75 words]

<H2> Prevention Strategies [50 words]

<H3> Importance of Choosing the Right Diaper Size [60 words]

<H3> Role of Proper Diaper Positioning in Preventing Blowouts [50 words]

<H3> Advanced Diapering Techniques for Babies Prone to Blowouts [50 words]

<H2> Diaper Blowouts On the Go [50 words]

<H3> Strategies and Tips for Handling Diaper Blowouts When Outside the Home, or During Travel [75 words]

<H3> Essential Items for a 'Blowout Kit' to Keep in the Diaper Bag or Car [40 words]

<H2> Diaper Blowouts and Childcare [65 words]

<H3> Advice on Communicating with Babysitters, Daycare Providers, or Other Caregivers [75 words]

<H3> Importance of Sharing Strategies and Preferred Products with Those Who Also Care for Your Baby [80 words]

<H2> Cleaning a Diaper Blowout [75 words]

<H3> Step-by-Step Guide on Cleaning the Baby [60 words]

<H3> Cleaning the Soiled Clothes [75 words]

	<p><H3> Cleaning the Surrounding Areas [50 words]</p> <p><H3> Cleaning a Car Seat After a Blowout [90 words]</p> <p><H3> Cleaning a Carpet After a Blowout [50 words]</p> <p><H2> Psychological Aspects of Dealing with Diaper Blowouts [50 words]</p> <p><H3> Importance of Staying Calm during a Diaper Blowout [75 words]</p> <p><H3> Tips for Handling the Stress of Frequent Blowouts [75 words]</p> <p>Conclusion/Closing (with CTA) [100 words]</p>
<p>Other notes:</p>	<p>Competing posts were how-to articles with helpful tips, and each includes a picture of a baby.</p>