

CookPal Insights

Monthly Report

Sample Food Blog

Period: 2025-09-25 – 2026-02-04

Prepared by Whimzi AI



About This Report

This report summarises reader activity on your blog during the period [DATE-DATE]. It covers four sections: engagement metrics, question analysis, content recommendations, and off-topic reader behaviour. All data is drawn exclusively from CookPal sessions recorded on your recipe posts.

Use this report to understand how your readers are engaging with CookPal, what they need more of, and where specific recipe posts can be improved to reduce confusion and increase satisfaction. This report is prepared monthly as part of your **CookPal Scale plan**.

Disclaimer

This report has been generated automatically using AI analysis of CookPal session data. While we have worked to make it as accurate and useful as possible, please note the following:

AI-generated content. The analysis, recommendations, and summaries in this report are produced by an AI model. They may contain errors, misinterpretations, or gaps. We encourage you to use this report as a starting point for reflection rather than a definitive source of truth.

Analytics in development. CookPal's reporting is an early-stage feature and is actively being improved. Metrics and categorisations may not be perfectly accurate in every case, and our methodology will continue to evolve with each report cycle.

Truncated responses. Some CookPal replies shown in the Sample Q&As sections of this report may appear cut off, ending with "...". This is a display issue in the report only — the full response was delivered to your reader in the live chat. We are working to resolve this in a future analytics update.

If you have questions about anything in this report, or spot something that doesn't look right, please reach out to the Whimzi team directly on support@whimzi.ai.

SECTION 1 · Engagement Metrics

120 Total Conversations	439 Total Messages	50.0% Follow-up Rate	3.7 Avg. Conversation Depth
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What the numbers mean

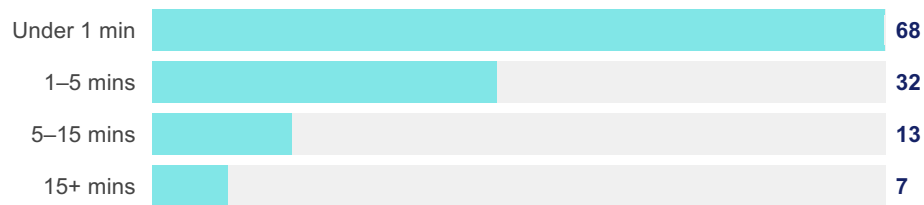
120 conversations were started across 10 recipe posts, generating 439 total messages. Readers didn't just ask one question and leave — on average each conversation involved 3.7 exchanges.

50.0% of readers who started a conversation came back with a follow-up question. This is a strong signal of genuine engagement — readers are using CookPal as an active cooking companion, not just a search tool.

Session Duration

Session duration is measured from when a reader opens CookPal to when they close it. The median session was 0.7 minutes, with an average of 4.6 minutes — the gap between median and average reflects a small number of very long sessions, likely readers cooking in real time.

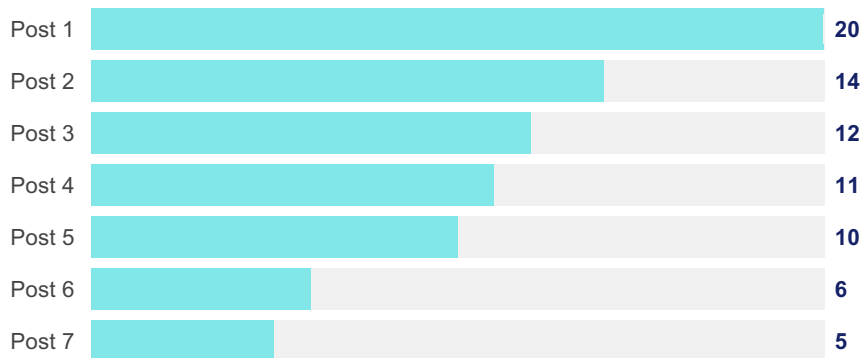
Session Duration Distribution



Note: duration data reflects CookPal session windows only — the actual time a reader spent on the page will be longer, as it includes time reading the recipe before and after engaging with CookPal.

Most Active Recipe Posts

The ten posts below generated the most CookPal conversations during the period.



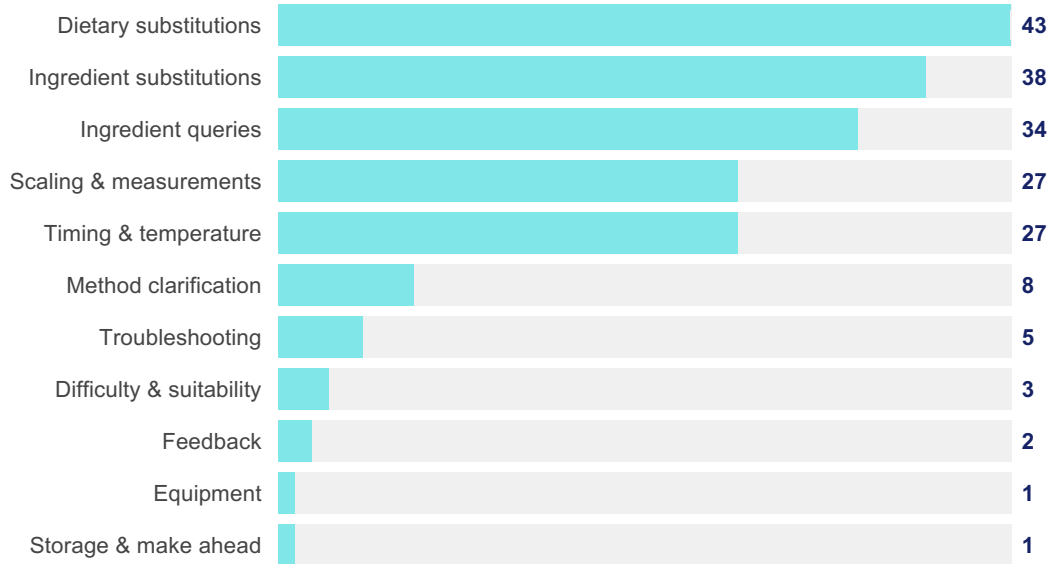
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SECTION 2 · Question Analysis

439 messages were sent during the period. Excluding purely social exchanges (greetings, thank yous, one-word replies), 407 substantive questions were recorded and categorised into 15 types across three groups: recipe-specific, behavioural, and off-topic.

Recipe-Specific Question Categories



Dietary and ingredient substitutions dominate (81 questions, 20% of all recipe inquiries), revealing readers who want to adapt recipes to their needs rather than follow them exactly as written.

Top Questions Asked

The following questions appeared most frequently or represent the clearest patterns across multiple recipe posts:

Question	Type	Signal
<i>Can I make this dairy-free?</i>	Dietary substitutions	Multiple posts including Post 1, Post 2
<i>Can I make this gluten-free?</i>	Dietary substitutions	Post 3 and other baked goods
<i>Can I make this vegan?</i>	Dietary substitutions	Post 4, multiple recipe contexts
<i>Can I use coffee instead of green tea powder?</i>	Ingredient substitutions	Post 1 (asked multiple times)
<i>Can I use a different tea (oolong, roasted tea)?</i>	Ingredient substitutions	Sample drinks and tea-based recipes
<i>How much does this serve/yield?</i>	Scaling & measurements	Sample post and multiple recipes (27 total)

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<i>What's the cooking/prep time?</i>	Timing & temperature	Post 4, Post 5, multiple posts (27 total)
<i>Where do I get tapioca pearls?</i>	Ingredient queries	Post 6 (34 ingredient queries total)
<i>Is there a substitute for [specific spice/ingredient]?</i>	Ingredient substitutions	Ingredient X in Post 2, Ingredient Y in Post 8
<i>How many calories does this have?</i>	Dietary substitutions	Post 10 and health-focused queries

SECTION 3 · Content Recommendations

The following recommendations are derived directly from the question patterns your readers generated during the period. Each targets a specific gap between what your readers needed and what your content currently provides.

Site-wide recommendation: With 81 questions about dietary and ingredient substitutions (20% of recipe inquiries), readers clearly want flexibility. Create standard recipe card sections for common adaptations: dairy-free, gluten-free, vegan options with specific ingredient swaps and expected outcome differences.

Site-Wide Recommendations

Add dietary adaptation sections to all recipes

With 81 questions about dietary and ingredient substitutions (20% of recipe inquiries), readers clearly want flexibility. Create standard recipe card sections for common adaptations: dairy-free, gluten-free, vegan options with specific ingredient swaps and expected outcome differences.

Surface timing and yield information prominently

54 questions about scaling/measurements (27) and timing/temperature (27) show readers need this info upfront. Move prep time, cook time, and yield to the very top of recipe cards, and add a quick-reference box for time-sensitive readers.

Create ingredient sourcing guides for specialty items

34 ingredient queries reveal confusion about where to find specialty items like tapioca pearls, roasted tea tea, and sample ingredients. Add a 'Where to Buy' section to recipes with specialty ingredients, linking to online sources or suggesting grocery store aisles.

Per-Recipe Recommendations & Sample Q&As

For each of the top 10 recipe posts, the recommendations below are followed by a sample of real reader questions and CookPal's responses during the period.

Sample Post 1

20 Sessions	36 Messages	1.8 Msgs per Session	45% Follow-up Rate	3.2 mins Avg Duration
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Top Themes

Ingredient substitutions · Dietary substitutions · Timing & temperature

Readers are uncertain about recipe flexibility and customization options, particularly around substituting the base tea (green tea powder) with coffee or other teas. They're also unclear about preparation time and want to know about adding mix-ins like alcohol or tapioca pearls, suggesting the recipe lacks comprehensive variation guidance.

→ Add a 'Substitutions & Variations' section addressing common swaps: using coffee instead of green tea powder for a dirty chai, alternative teas (oolong, green tea), and popular add-ins like whiskey or tapioca pearls with specific instructions for each

→ Include a clear prep/cook time breakdown at the top of the recipe card (e.g., 'Ready in 5 minutes: 3 min prep, 2 min cook') to immediately answer timing questions

→ Create a 'Make It Your Own' callout box with quick customization ideas: dairy-free milk options, sweetener alternatives, and caffeine-free versions to reduce repetitive substitution questions

→ Add FAQ section at the bottom addressing the top 3-4 questions: 'Can I use coffee instead?', 'How do I add tapioca pearls?', 'What if I don't have green tea powder?' with brief answers and links to related recipes

Sample Reader Q&As

Q *can I make this with coffee*

A The blog post does not mention using coffee in this recipe. However, you could experiment by adding a shot of espresso or brewed coffee to the Green Tea Chai Latte for a unique twist. Just keep in mind that it will alter the flavor profile. Enjoy your creation!

Q *How long does this take to make*

A The Green Tea Chai Latte takes a total of 5 minutes to prepare.

Q *can I make this with Oolong tea*

A The recipe specifically calls for chai spices combined with green tea powder powder to create a Green Tea Chai Latte. While you could experiment with Oolong tea, it would fundamentally alter the flavor profile of the drink. If you're looking for a chai-inspired beverage, sticking with chai co...

Q *Can I make this with coffee*

A The recipe is designed specifically for a Green Tea Chai Latte, which combines green tea powder powder and chai spices. Substituting coffee instead of green tea powder would change the nature of the drink significantly. However, if you're looking for a coffee-based drink with chai flavors, you might wa...

Q *Can I add whiskey*

A The recipe for the Green Tea Chai Latte does not include whiskey, and adding it would create a different drink altogether. If you're interested in an adult beverage, you could consider experimenting with the combination, but it would be outside the scope of this recipe. Enjoying it ...

Q *Can I add bubbles*

A The recipe does not specifically mention adding bubbles, but you could certainly experiment by using sparkling water or a soda in place of some of the milk for a fizzy twist on the Green Tea Chai Latte. Just keep in mind that it will alter the flavor and texture of the drink. Enjoy ...

Q *Has this been tested*

A The blog post does not indicate that adding bubbles or carbonated ingredients has been tested with the Green Tea Chai Latte recipe. The suggested method focuses on the combination of green tea powder, chai, and milk to achieve the intended flavor and texture. If you're considering experimenti...

Q *Can I add more green tea powder powder*

A Yes, you can add more green tea powder powder to your Green Tea Chai Latte if you prefer a stronger green tea powder flavor. Just be mindful that increasing the amount may intensify the earthy taste and could affect the overall balance with the chai spices. Adjust according to your taste preference!

Sample Post 2

14 Sessions	56 Messages	4.0 Msgs per Session	86% Follow-up Rate	6.3 mins Avg Duration
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Top Themes

Ingredient queries · Scaling & measurements · Ingredient substitutions

Readers are confused about basic recipe specifications that should be in the post itself—serving size isn't clear, dairy-free options aren't mentioned, and caffeine content isn't addressed. The high engagement around tapioca pearls pearl sourcing and substitutions suggests the post lacks practical shopping guidance and ingredient alternatives that readers need to actually make the recipe.

- Add a prominent recipe yield/serving size at the top and include scaling instructions for 2-4 servings in the recipe card
- Create an ingredient substitutions section covering dairy-free milk alternatives (oat, almond, coconut) with specific ratios and how they affect flavor
- Add a caffeine content note in the intro explaining roasted tea's low caffeine compared to other teas, plus a caffeine-free alternative suggestion
- Include a 'Where to Buy' section with specific sources for tapioca pearls (Asian grocery stores, Amazon links, brands) and a quick substitute suggestion if unavailable

Sample Reader Q&As

Q Can I make this dairy free
A Yes, you can make Roasted Tea Milk Tea dairy-free by using a plant-based milk of your choice, such as almond milk, oat milk, or coconut milk. The recipe allows for any type of dairy or plant-based milk to suit your preference. Enjoy your delicious dairy-free roasted tea bubble tea!

Q Does it contain caffeine
A Yes, Roasted Tea Milk Tea does contain caffeine, but it typically has lower caffeine content compared to other green teas due to the roasting process roasted tea undergoes.

Q how much does this serve?
A The Roasted Tea Milk Tea recipe serves 2 large servings.

Q how to get the tapioca pearls perals
A To prepare the tapioca pearls, follow these steps from the recipe: 1. Cook the tapioca pearls according to the instructions on the package. 2. Once they are soft and chewy, add them to a saucepan with brown sugar syrup and cook over low heat until they are fully coated. This will ...

Q where to get the tapioca pearls
A You can get quick cook tapioca pearls from various grocery stores or online. The recipe includes a link to purchase [quick cook tapioca pearls](https://amzn.to/3O2IV6G) if you're looking to buy them online. Enjoy making your Roasted Tea Bubble Tea!

Q Kan ik dit maken voor 3 personen
A Ja, je kunt het recept voor Roasted Tea Milk Tea aanpassen om 3 personen te bedienen. Je kunt de ingrediënten eenvoudig met 1,5 vermenigvuldigen. Hier zijn de aangepaste hoeveelheden: - ****Tapioca Pearls****: 1 1/8 kop (150 gram) quick cook tapioca pearls - ****Water****: 4 1/2 kop (1050 gram...

Q Can I make this dairy free

A Yes, you can easily make Roasted Tea Milk Tea dairy-free by using a plant-based milk of your choice, such as almond milk, soy milk, oat milk, or coconut milk. Just substitute the whole milk in the recipe with your preferred dairy-free alternative.

Q Can I make this with green tea powder

A The recipe specifically calls for roasted tea, which has a distinct roasted flavor. If you want to make a similar drink with green tea powder, you would need to adjust the recipe accordingly, as green tea powder has a brighter, grassy flavor. You can follow the same preparation steps but substitute hoji...

Sample Post 3

12 Sessions	158 Messages	13.2 Msgs per Session	83% Follow-up Rate	4.7 mins Avg Duration
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Top Themes

Scaling & measurements · Ingredient substitutions · Method clarification

Readers are confused about basic recipe terminology and preparation steps, particularly around chilling instructions and storage methods. The high message depth and long session times suggest the recipe lacks clear procedural guidance, forcing readers to ask multiple clarifying questions about fundamental techniques.

- Add a dedicated 'Chilling Instructions' callout box that explicitly states 'refrigerator (not freezer)' and specifies using parchment paper or plastic wrap, not just 'a plate'
- Include a 'Common Substitutions' section before the recipe listing alternatives for allspice and other spices that readers without full spice racks can use
- Rewrite method steps to define basic terms in parentheses (e.g., 'chill the dough (place in refrigerator)' and 'cream the butter (beat until fluffy)')
- Add a scaling calculator widget or conversion chart showing measurements for half-batch and double-batch versions to reduce measurement confusion

Sample Reader Q&As

Q Is there a substitute for allspice powder

A Yes, you can substitute allspice powder with a combination of cinnamon and nutmeg, as they can provide a similar flavor profile. Alternatively, you can also use cloves as a substitute. However, since allspice has a unique taste, the best results will come from using a blend of th...

Q When I refrigerate the dough do I put it on a plate

A You should wrap the dough in plastic wrap and flatten it into a disc before chilling it in the fridge. This helps the dough chill evenly and makes it easier to roll out later. Enjoy your baking!

Q On a plate

A You can place the wrapped dough on a plate if you prefer, but it's not necessary. Just ensure it is securely wrapped in plastic wrap to prevent it from drying out or absorbing odors in the fridge. Happy baking!

Q Can you help?

A I'm here to help with any questions you might have about the gingerbread cookies recipe. If you need assistance, feel free to ask!

Q What does it mean by chill? Does it mean fridge refrigerator or freezer?

A In this recipe, "chill" refers to placing the dough in the refrigerator. You should wrap the dough in plastic wrap and chill it in the fridge for at least 3 hours, or preferably overnight, to firm up the dough and enhance the flavors.

Q Who made you?

A I'm created by Whimzi AI to assist you with cooking and recipe-related questions. If you have any inquiries about the gingerbread cookies recipe, just let me know!

Q Can I replace the pure maple syrup

A Yes, you can replace pure maple syrup with several other substitutes. Here are some recommended options: 1. **Brown sugar** - Dark brown sugar is the closest match in flavor. 2. **Golden syrup** - This is also a great alternative due to its caramelized flavor. 3. **Honey** - A n...

Sample Post 4

11 Sessions	17 Messages	1.5 Msgs per Session	36% Follow-up Rate	1.1 mins Avg Duration
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Top Themes

Dietary substitutions · Ingredient substitutions · Troubleshooting

Readers are seeking flexibility in ingredients, particularly for dietary restrictions (vegan adaptations) and personal preferences (garlic omission). They're also unclear about quantities and need guidance on meal pairing, suggesting the recipe lacks context for scaling and serving suggestions.

- Add a 'Substitutions & Variations' section addressing vegan options (replace fish sauce/oyster sauce with soy sauce or mushroom sauce) and garlic-free alternatives
- Include specific yield information (servings and exact bean quantity needed) in the recipe card header
- Create a 'Serving Suggestions' section recommending 3-4 Korean main dishes that pair well with this banchan
- Add troubleshooting tips for common texture/cooking issues since this was a top theme despite low engagement depth

Sample Reader Q&As

Q How can i make this vegan?

A To make this Korean Green Beans Side Dish vegan, you can simply omit the oyster sauce, which is optional in the recipe. You may also substitute it with a splash of **fish sauce** if desired, but for a fully vegan option, just stick with the soy sauce. Enjoy your delicious vegan b...

Q Who is president?

A I'm here to help you with recipe-related questions! If you have any inquiries about the Korean Green Beans Side Dish or other cooking topics, feel free to ask!

Q Can I leave out the garlic?

A Yes, you can leave out the garlic if you prefer. However, keep in mind that garlic adds a significant flavor to the dish. If you want to maintain some depth of flavor, you might consider adding a small amount of onion or another aromatic instead. Enjoy your cooking!

Q How many beans do I need?

A You'll need ½ pound of green beans, trimmed and cut into bite-sized pieces, according to the recipe card.

Q What mains can I pair with this recipe?

A This recipe pairs well with a variety of mains. Here are some great options: - [Recipe 5 <https://samplefoodblog.com/recipe3> - [Recipe Name]<https://samplefoodblog.com/recipe2>] - [Recipe name]<https://samplefoodblog.com/recipe1>...

Q Can I leave out the garlic?

A Yes, you can leave out the garlic if you prefer. However, keep in mind that garlic adds a significant amount of flavor to the dish. If you're looking for alternative flavors, you could consider adding other aromatics or seasonings to enhance the taste.

Q What can I replace it with?

A If you're looking to replace the garlic, you might consider using shallots or green onions for a milder flavor. Another option could be adding ginger for a different aromatic element. Just sauté them in the same way as you would with garlic to infuse the dish with flavor.

Q I'm coeliac, can I make this recipe?

A Yes, you can make this recipe! You can use gluten-free soy sauce as a substitute for regular soy sauce to ensure it's safe for a coeliac diet. Please note, this does not constitute medical advice. Always consult your medical professional if in doubt.

Sample Post 5

10 Sessions	71 Messages	7.1 Msgs per Session	60% Follow-up Rate	9.6 mins Avg Duration
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Top Themes

Dietary substitutions · Timing & temperature · Ingredient queries

Readers are heavily focused on dietary modifications (gluten-free, dairy-free) and basic nutritional information that's missing from the post. The high engagement depth (7.1 messages) and long session times (9.6 mins) suggest they're working hard to extract information that should be immediately visible.

- Add a nutrition facts panel at the top of the recipe showing calories, macros, and common allergens
- Include a dedicated 'Dietary Modifications' section with tested gluten-free and dairy-free substitution options
- Add total time estimate prominently below the recipe title (prep + bake + cooling time)
- Create a brief FAQ section addressing the most common questions: storage time, make-ahead options, and key ingredient substitutions

Sample Reader Q&As

Q How long to make this

A The total time to make the Sample Layer Cake includes: - Prep Time: 20 minutes - Cook Time: 50 minutes - Chilling Time: 2 hours (minimum) In total, you should plan for at least 3 hours and 10 minutes, not including any additional time for making the caramelized walnuts or fro...

Q how many calories?

A The sample layer cake contains 720 calories per serving.

Q I need help with this recipe

A If you have a question or need assistance regarding the sample layer cake recipe, please feel free to let me know! I'm here to help.

Q Can I make this gluten free?

A Yes, you can make this sample layer cake gluten-free by substituting the cake flour with a gluten-free flour blend. Make sure to choose a blend that is suitable for baking to ensure the best results. You may need to adjust the liquid ingredients slightly, so keep an eye on the ...

Q can I make this dairy free

A To make this sample layer cake dairy-free, you can replace the buttermilk with a dairy-free alternative such as almond milk or coconut milk mixed with a bit of vinegar to mimic the acidity of buttermilk. For the cream cheese frosting, use a dairy-free cream cheese substitute an...

Q can I make this cake dairy free

A To make the Sample Layer Cake dairy-free, you can substitute the buttermilk with a dairy-free alternative such as almond milk or coconut milk. For the cream cheese frosting, use a dairy-free cream cheese and a dairy-free butter substitute. Ensure the white chocolate you choose ...

Q can I make this dairy free

A To make the sample layer cake dairy-free, you can substitute the butter in the cream cheese frosting with a dairy-free alternative, such as a dairy-free margarine or coconut oil. For buttermilk, you can use a dairy-free milk (like almond or soy milk) mixed with a tablespoon of ...

Q Is this cake beginner friendly?

A This sample layer cake may be a bit more complex than typical beginner recipes, as it involves multiple layers, caramelised walnuts, and a cream cheese frosting. However, if you're comfortable with basic baking techniques like mixing batter, baking cakes in layers, and assembli...

Sample Post 6

6 Sessions	8 Messages	1.3 Msgs per Session	17% Follow-up Rate	2.4 mins Avg Duration
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Top Themes

Timing & temperature · Scaling & measurements · Ingredient queries

Readers aren't engaging with the green tea powder cookie recipe itself—they're immediately asking to be redirected elsewhere. The extremely low engagement metrics (1.3 message depth, 17% follow-up, 0.4 min duration) suggest the recipe isn't meeting their needs or expectations, causing them to bounce and search for alternatives.

- Add a prominent visual comparison showing what properly baked green tea powder cookies should look like versus overbaked ones, since timing/temperature is a top concern but readers aren't asking about it
- Include a recipe card with clear gram measurements alongside cups, and add a scaling calculator widget since measurements are a concern but readers leave instead of asking
- Create an opening section that directly addresses why someone should make THIS green tea powder cookie recipe with specific benefits (texture, flavor intensity, ease) to reduce immediate bounce rate
- Add a 'Related Recipes' section at the bottom with 3-4 linked alternatives so readers seeking other options stay on your site instead of asking the chatbot to leave

Sample Reader Q&As

Q What other recipes can I make?

A You might enjoy these ****[Spicy Caramel Cookies](https://samplefoodblog.com/spicy-caramel-cookies/)**** for a unique flavor twist!

Q give me another recipe

A You might enjoy trying the [Sweet & Spicy Spicy Caramel Cookies](https://samplefoodblog.com/spicy-caramel-cookies/) or the [Purple Yam Cookies](https://samplefoodblog.com/purple-yam-cookies/). Both offer unique flavors and are sure to be a hit!

Q link me to another recipe

A You might enjoy these related recipes: - [Homemade Green Tea Ice Cream](https://samplefoodblog.com/green-tea-ice-cream/) - [Cherry Blossom Latte](https://samplefoodblog.com/cherry-blossom-latte/) - [Spicy Caramel Cookies](https://samplefoodblog.com/spicy-caramel-cookies/) - [Purple Yam Cookies](https://samplefoodblog.com/recipe...)

Q I want similar recipes please

A Here are some recipes with links you might enjoy: - [Sweet & Spicy Spicy Caramel Cookies](https://samplefoodblog.com/spicy-caramel-cookies/) - [Chewy Rice Flour Cookies](https://samplefoodblog.com/chewy-rice-cookies/) - [Iced Green Tea Latte](https://su...)

Sample Post 7

5 Sessions	5 Messages	1.0 Msgs per Session	0% Follow-up Rate	1.3 mins Avg Duration
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Top Themes

Dietary substitutions · Troubleshooting

Readers are immediately abandoning the chatbot after asking basic questions about cooking time, suggesting this critical information is either missing, buried, or unclear in the recipe post. The zero follow-up rate and 0.3-minute sessions indicate users aren't finding answers and are likely leaving frustrated.

- Add a prominent timing summary box at the top of the recipe showing total time breakdown: boiling time, cooling time, and marinating time with minimum/maximum ranges

- Include step-by-step time indicators within each instruction (e.g., 'Boil eggs for 6-7 minutes' rather than vague language)
- Create a visual timeline or infographic showing the marinating process with time checkpoints for different flavor intensities
- Add an FAQ section immediately after the recipe addressing common questions like 'How long do I need to marinate?' and 'Can I reduce marinating time?'

Sample Reader Q&As

Q Cooking time?

A For soft-boiled eggs, boil them for **6 minutes and 30 seconds**. If you prefer slightly firmer eggs, boil for **8 minutes**. After boiling, transfer the eggs immediately to an ice water bath to cool.

Q what's the cooking time

A For the Korean Marinated Eggs, you should boil the eggs for **6 minutes and 30 seconds** for soft-boiled eggs, or up to **8 minutes** for a slightly firmer texture.

Q How long does it take to make?

A For soft-boiled eggs, the cooking time is **6 minutes and 30 seconds**. If you prefer slightly firmer eggs, boil them for **8 minutes**.

Sample Post 8

4 Sessions	5 Messages	1.3 Msgs per Session	25% Follow-up Rate	1.4 mins Avg Duration
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Top Themes

Timing & temperature · Ingredient substitutions · Dietary substitutions

Readers are quickly checking basic recipe details like cooking time and ingredient swaps, then leaving without deeper engagement. The low follow-up rate and short sessions suggest the post isn't addressing common substitution needs upfront, forcing readers to ask about dairy-free and butter alternatives.

- Add a substitutions section before the recipe card listing dairy-free alternatives (plant-based butter, coconut oil) and common ingredient swaps readers are asking about
- Include the total cooking time and temperature prominently in the intro paragraph and recipe title area, not just buried in instructions
- Create a FAQ section directly below the recipe addressing the top 3-4 questions: butter substitutes, dairy-free options, and timing variations
- Add visual cues or callout boxes highlighting that this recipe works with substitutions to reduce friction for readers with dietary restrictions

Sample Reader Q&As

Q Can I swap this ingredient

A Please specify which ingredient you would like to swap, and I'll provide you with the best substitution options based on the recipe!

Q *What's the cooking time*

A The cooking time for the apple cobbler with cake mix is 35-40 minutes at 350°F (180°C).

Q *can I make this without butter*

A You can try making the apple cobbler without butter, but it may affect the texture and flavor of the topping. If you want a substitute, consider using a plant-based butter or oil, but keep in mind that the topping might not be as crumbly or rich. The recipe relies on the butter t...

Q *can i make this daiy free*

A Yes, you can make the apple cobbler dairy-free by substituting the butter with a dairy-free alternative, such as coconut oil or a plant-based butter. Additionally, ensure that you use a dairy-free cake mix. Many brands offer cake mixes that are free from dairy, so check the ingre...

Sample Post 9

4 Sessions	7 Messages	1.8 Msgs per Session	25% Follow-up Rate	2.8 mins Avg Duration
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Top Themes

Dietary substitutions · Timing & temperature

Readers are engaging minimally with basic questions about ingredient substitutions (like removing eggs) and some are communicating in Korean, suggesting accessibility barriers. The very low conversation depth and duration indicate people aren't finding the answers they need quickly, and most don't return for follow-up questions.

→ Add a prominent 'Substitutions & Variations' section before the recipe with egg-free options and common ingredient swaps for dietary restrictions

→ Include both Korean and English ingredient names throughout the post since readers are asking questions in Korean

→ Add a quick-reference timing chart or visual timeline showing prep time, cooking temperature, and doneness indicators to address timing/temperature questions upfront

→ Create an FAQ section at the end covering the most common variations (vegetarian, vegan, spice level adjustments) to reduce need for chatbot interaction

Sample Reader Q&As

Q *안녕*

A 안녕하세요! 어떤 요리 관련 질문이 있으신가요?

Q *이거 달걀 없이 만들어도 돼요?*

A 이 김치 피자 레시피는 달걀을 사용하지 않기 때문에, 달걀 없이도 문제없이 만들 수 있습니다. 본 레시피에 따르면, 주요 재료는 김치, 모짜렐라 치즈, 토마토 소스, 그리고 피자 베이스입니다. 즐겁게 요리하세요!

Sample Post 10

4 Sessions	8 Messages	2.0 Msgs per Session	50% Follow-up Rate	1.4 mins Avg Duration
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Top Themes

Timing & temperature · Ingredient queries · Ingredient substitutions

Readers are confused about ingredient alternatives (roasted tea vs green tea powder, white chocolate options) and how to adapt the recipe for different uses like green tea powder lattes. The low engagement metrics and short session duration suggest the recipe post isn't adequately addressing substitution questions or providing clear guidance on timing and temperature.

- Add a substitutions section explaining why roasted tea won't work for this recipe (different flavor/color profile) and suggest green tea powder alternatives by grade
- Include a prominent FAQ addressing white chocolate options for the filling and whether the cookies can be adapted for beverages
- Create a detailed timing table showing baking temperatures, cooling times, and visual cues for each stage of cookie preparation
- Add a troubleshooting section covering common temperature-related issues like spreading, cracking, or filling consistency problems

Sample Reader Q&As

Q *white chocolate*

A For this recipe, it's recommended to use **high-quality white chocolate chips** for the best flavor in the cheesecake filling. You can find more details about this in the ingredient round-up of the blog post.

Q *For green tea powder latte*

A You can make a [Blueberry Green Tea Latte](<https://samplefoodblog.com/blueberry-green-tea-latte/>) to pair with your Green Tea Sandwich Cookies. It complements the flavors beautifully!

Q *Hi can i use roasted tea instead of green tea powder?*

A Yes, you can swap green tea powder for roasted tea powder in this recipe for a more roasted and deeper, earthy flavor. Enjoy experimenting with this variation!

Q *Who are you*

A I'm CookPal, your friendly cooking assistant here to help you with recipe-related questions! If you have any inquiries about the Green Tea Sandwich Cookies or any other recipes, feel free to ask!

SECTION 4 · Reader Intent Analysis

Readers primarily come to CookPal to adapt recipes to their personal constraints—dietary needs (43), ingredient availability (38), and household scale (27)—rather than follow recipes exactly as written. A second major group (215 messages) represents scope confusion and chatbot testing, revealing users who don't yet understand CookPal is recipe-specific, not a general cooking assistant or recipe discovery tool. The remaining intent is practical execution planning: sourcing ingredients (34), timing meals (27), and troubleshooting techniques (13).

Adapt recipe to dietary needs or preferences — 43 messages

Readers want to modify recipes for dietary restrictions (dairy-free, gluten-free, vegan) or health goals (calorie counts). This is the single largest recipe-focused intent, showing readers value the recipe concept but need it customized to their constraints.

Substitute unavailable or disliked ingredients — 38 messages

Users ask about swapping core ingredients like tea types, spices, or pantry staples they don't have or don't like. This intent is distinct from dietary needs—it's about practical availability and personal taste preferences.

Source or understand specialty ingredients — 34 messages

Questions about where to buy tapioca pearls, what roasted tea is, or how much of an ingredient to purchase. Readers encounter unfamiliar ingredients and need practical sourcing guidance and ingredient education before they can start cooking.

Adjust recipe scale or convert measurements — 27 messages

Users want to know serving sizes, scale recipes up or down, or understand measurements. This reflects meal planning intent—readers need to know if the recipe fits their household size or occasion.

Plan timing and temperature execution — 27 messages

Questions about total time, cooking duration, and temperature settings show readers planning when to cook and whether they have time. This is practical scheduling intent—fitting cooking into their day.

Troubleshoot or clarify techniques — 13 messages

Small but important group asking about methods (8) like dough refrigeration technique, plus troubleshooting (5) when things go wrong. Readers encounter confusion during execution and need real-time problem-solving support.