



10 EASY STEPS TO FINDING **GREAT BLOG TOPICS**



Inspirational ideas to get you blogging with ease

Want to start a blog but not sure what to write about? Finding enough topics can seem a little daunting at first. But, once you know where to find inspiration, you'll wonder how you'll ever find the time to turn all your ideas into articles that people will want to read.

Introduction to your 10-step guide to finding great blog topics

Great! You've set up a blog, and you're all fired up to share the love. But hold on. *What on earth* are you going to blog about? Well, don't panic. Here are ten practical suggestions to get you going.

Before you leap in, however...

Please take a moment (or even a very long pause) to think carefully about who your target audience is. Unless you know who your blog is aimed at, even these super suggestions won't help you find the right topics to pen.

Always have your reader in your mind's eye when writing!

I'd love to hear if these tips help you in your blog writing journey. Maybe you have some tips of your own that you'd like to share. Just drop me a line at helen@write-for-business.com.

A handwritten signature in black ink that reads "Helen". The signature is written in a cursive style with a horizontal line underneath the name.

Helen C McCrone
Copywriter and Content Strategist
Write for Business

1. Consumer Tips

Readers love getting tips that will make their life easier or save them a few bucks. These type of blog posts show that you're willing to share your expertise, which your audience will appreciate.

Here are a few examples for a travel agent's blog:

How to Travel on a Budget in Mexico

How to Find the Best All-Inclusive Deals in Jamaica

Best Airlines for Traveling with Pets

Best Sim Card for Using in Multiple European Countries.

Note how specific these topics are. You'll attract more interest if you zoom in to an explicit area. What's more, you'll be able to create several posts from just one topic. Take the 'best airlines' topic as an example. You can easily extend it to come up with titles like:

Best Airlines for Wheelchair Travelers

Best Airlines for Building Air Miles

Which Airlines Offer Free Inflight Wi-Fi?

Now it's your turn. Brainstorm all the ways consumers in your niche can reduce costs, get discounts, save time, improve the performance of a product, or avoid rip-offs.

2. Answer Common Questions Customers Put to You

The questions that your customers ask offer great topics for a blog that's aimed at a customer base, so get in the habit of keeping a note of those inquiries. The added benefit? You'll know the answers will interest your target audience because they're the ones supplying you with the questions.

Consider some of the questions a health & fitness trainer may be asked: Is it better to drink cold or warm drinking water, what healthy snacks can I take to work, and can I go to the gym while I'm pregnant?

Now turn those questions into some interesting titles:

7 Surprising Benefits of Drinking Warm Water in the Morning

Healthy Snacks to Keep at Your Desk

3 Pregnancy Health & Fitness Myths You Should Know About

Once you have your titles, you can flesh out the article (obviously, if you can think of only six benefits of drinking warm water, make it '6 Surprising Benefits...'). But you get the idea.

3. Show How to Overcome Typical Problems

Write about the problems you or your customers have faced. These types of posts are extremely useful because we all like to know how to triumph over disaster. Presenting a real case to your audience is a great way to boost your credibility as an expert.

Imagine for a moment that you're a plumber. What do you think the most common problems facing your customers would be? Blocked drains and leaking pipes maybe? These two problems alone can form the basis of several posts:

8 Great Ways to Prevent Clogged Pipes

3 Home-Made Remedies for Unblocking a Toilet

10 Easy Steps to Fixing a Leaking Pipe

5 Temporary Fixes for a Leaking Pipe



4. Be Inspired by the Hot Topics and Trends in Your Industry

The latest developments in your field can give you a heap of ideas. Not sure where to start? Try [BuzzFeed](#), an independent digital media company that delivers news and entertainment to hundreds of millions of people around the world.

To find out what's going on in a specific category, go to 'More' in the menu bar, then select a suitable section (Business, Geeky, Health, Science, etc.). You'll be given a list of news items that are popular right at that moment

Or why not just search Google and see what comes up? I did a quick experiment with a subject I know little about. I typed 'landscaping trends' into the Google's search box and was immediately presented with a long list of trends that included: Fully customized living spaces, naturescaping, freshwater features, soft colors, rainwater and greywater harvesting, and the use of native plants.

I brainstormed this list for about two minutes and came up with these possible titles. Now, I'm no expert on landscaping, so think how many topics a landscaper could come up with!

How to reduce your water consumption with native plants

Lower your blood pressure with plants of soothing hues

20 plants to attract local birds and butterflies to your back yard

Turn your yard's unused corner into an outdoor yoga area

5. Mistakes That People Make - and How to Put Them Right

The blunders that people make provide an almost endless supply of topics to write about. They serve as a warning to others, but also give you the chance to demonstrate your knowledge, which is great for building trust with your readers.

The following topics could form the basis of some meaty articles for a financial advisor:

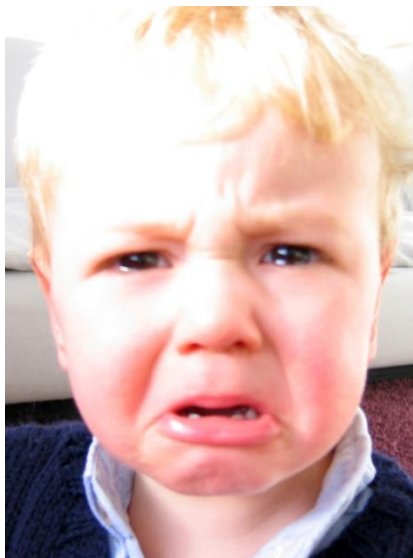
10 Worst Mistakes People Make After Retirement

6 Money Mistakes Successful People Don't Make

3 Spending Mistakes That Can Drain Your Savings Account

Common Mortgage Errors and How to Avoid Them

Don't be shy about mentioning your own mistakes, too. It won't undermine your authority, and it will endear you to your readers (they like to know you're human).



6. Review Something

The way we buy today is very different to the way we shopped ten or even five years ago. Easy access to the Internet allows us to carry out extensive research before we splash the cash. Your experiences and well-founded opinions can help consumers in that research process.

You may decide to do an in-depth review of just one product or service. Alternatively, you could compare several products or services side-by-side. Whichever style you choose, be as objective as possible. Give the pros and cons of each item you're reviewing.

Important: Always add a disclaimer if you are an associate seller of a product. You don't want to undermine all that trust you've taken so long to build by persuading readers to buy a product in which you've got a vested interest.

Here are some examples of technical reviews:

Fitbit's Charge 2 Takes Fitness Tracking to the Next Level

Huawei Mate 9 Review: A Big Phone with an Even Bigger Battery

GoPro Hero 5 Review: More Than Just Action Cameras

Acer's Ultra-Light Swift 7 Is a Formidable Foe to Apple's MacBook

Note how these titles incorporate an opinion or key benefit. This teaser encourages the reader to click on the title and carry on reading. A title like 'Review of Fitbit Charge 2' isn't quite so enticing, is it?

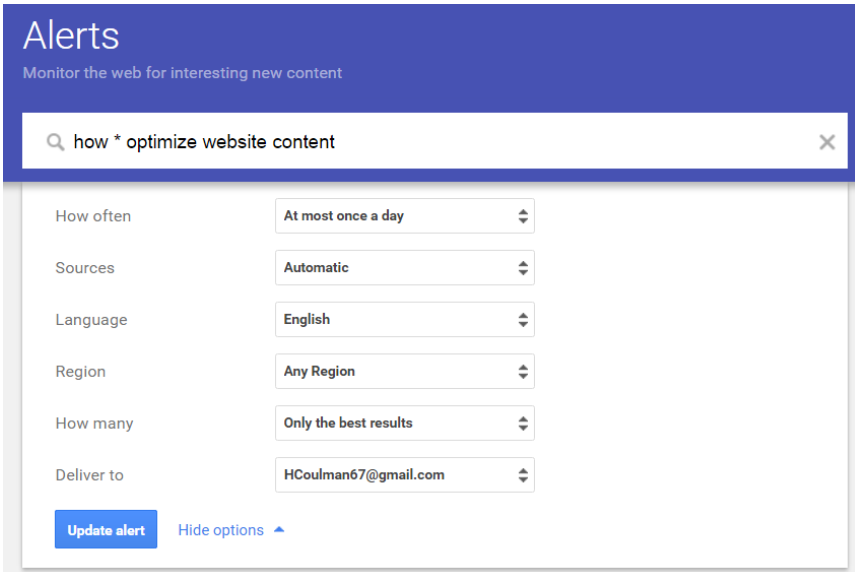
7. Scan the Internet Using Google Alerts

Want to keep tabs on a topic that interests you without any effort? Try [Google Alert](#). It's a free online tool that delivers search results to your inbox automatically. In other words, it will do the searching for you, find the best results, and send them to your email address on a regular basis. Simply set it and forget it.

Using Google Alerts to be notified of new postings allows you to pass on the latest developments to your readers. This keeps your blog fresh, relevant and interesting.

Setting up Google Alerts

It's easy as pie to set up an alert for a specific keyword phrase that's related to your niche. Just enter in the search field the term that you want Google to follow on your behalf, and select your options. This is what the form looks like:



The screenshot shows the Google Alerts interface. At the top, it says "Alerts" and "Monitor the web for interesting new content". Below this is a search bar containing the text "how * optimize website content". Underneath the search bar are several settings, each with a dropdown menu:

- How often: At most once a day
- Sources: Automatic
- Language: English
- Region: Any Region
- How many: Only the best results
- Deliver to: HCoulman67@gmail.com

At the bottom left of the settings area is a blue button labeled "Update alert", and to its right is a link "Hide options" with a small upward-pointing arrow.

You can adjust the settings for frequency of notifications, countries to cover, and sources of information. To get the best results, try to pick a term that is fairly specific.

The screenshot above shows an asterisk added to the search term. Google will replace that asterisk with any other relevant word or phrase. This alert lets me monitor questions and 'how to' articles relating to website content optimization as they pop up on the Internet.

8. Check out the Forums

Online forums are places where people go to post their questions and hopefully get an answer. General forums like [Boardreader](#), [Reddit](#) and [Quora](#) are great places to discover what's trending. Just type in a broad topic, and see what discussion threads pop up.

As an experiment, I typed in 'acupuncture' and came up with some possible topics for a blog within a couple of minutes:

Are There Any Negative Side-Effects to Acupuncture?

Can You Use Acupuncture to Relieve Back Pain?

Does Acupuncture Really Work on Animals?

How to Find an Acupuncturist Who Knows What They're Doing

Many industries and professions have their own specialist forums, and you can get a wealth of ideas from them. Writing a travel blog? Go to [Trip Advisor's forum](#), and you'll quickly discover what issues the community is discussing. Writing a blog about chiropractic? You might want to check out [Chiroweb's forum](#).

The important thing to remember here is to go to the sites your target audience is going to. If your chiropractic blog is aimed at patients rather than fellow chiropractors, then you may be better going to a forum like [Patient](#) or [Health Boards](#), where non-professionals post their questions about various ailments and illnesses.

9. Use an Online Tool to Create Some Great Blog Headlines

Turn things completely around and start with the headline first. There are several tools on the Internet that will create blog titles for you in a matter of seconds. Once you have a title, it's up to you to work out the content.

It may take several attempts to get a title that works for you (some of the results are hilarious), but it's a fun way to generate loads of content ideas. Here are three of my favorite free title-making tools:

1. [Blog Title Generator](#) by Impact Branding & Design
2. [Title Maker](#) by Portent
3. [Blog Topic Generator](#) by Hubspot

Using the topic 'management', I created these headlines in about a minute:

How to Keep Your Staff Happy

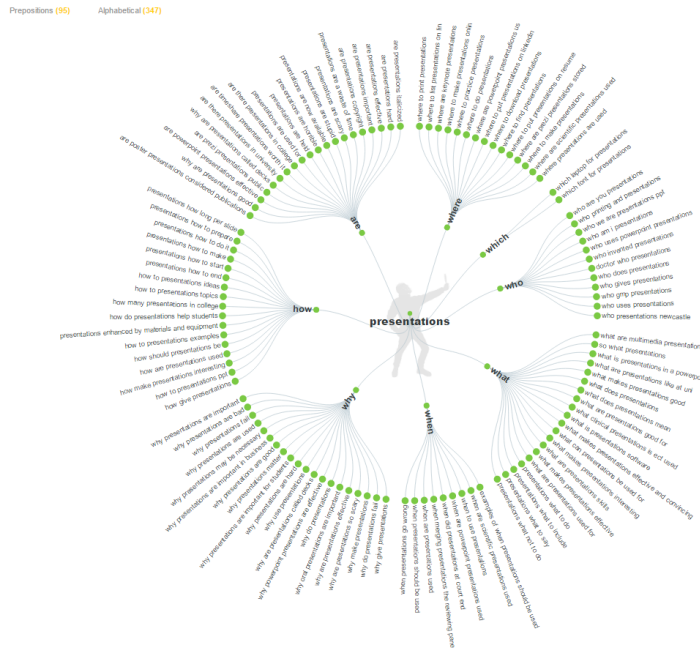
Why December Is Not the Best Time to Ask for a Pay Raise

What Makes for a Really Good Manager?

3 Reasons More Staff Won't Produce More Results

10. Find What Other People Are Searching for on Google & Bing

Take just one topic and turn it into dozens of sub-topics. That's what you can do with a neat online tool called answerthepublic.com. Simply enter a one-word topic like *dresses*, *flights* or *presentations*, select the appropriate country, and the suggested results provided by Google and Bing are translated automatically into a one-page visualization:



By appending a search term with question words like *how* and *where* and with prepositions like *for* and *with*, the makers of this tool give bloggers a much richer starting point for content ideas.

The screenshot above shows the results for the topic *presentations*: 115 questions and (not shown) 95 prepositional phrases. Possible blog topics from this list include:

6 Failsafe Ways to Make Presentations Less Scary

How to Start and End a Presentation with Flair

How to Create a Ted-Like Presentation

Yes, You Can Give a Successful Presentation without PowerPoint