

Never Run Out of Ideas: 7 Content Creation Strategies for Your Blog

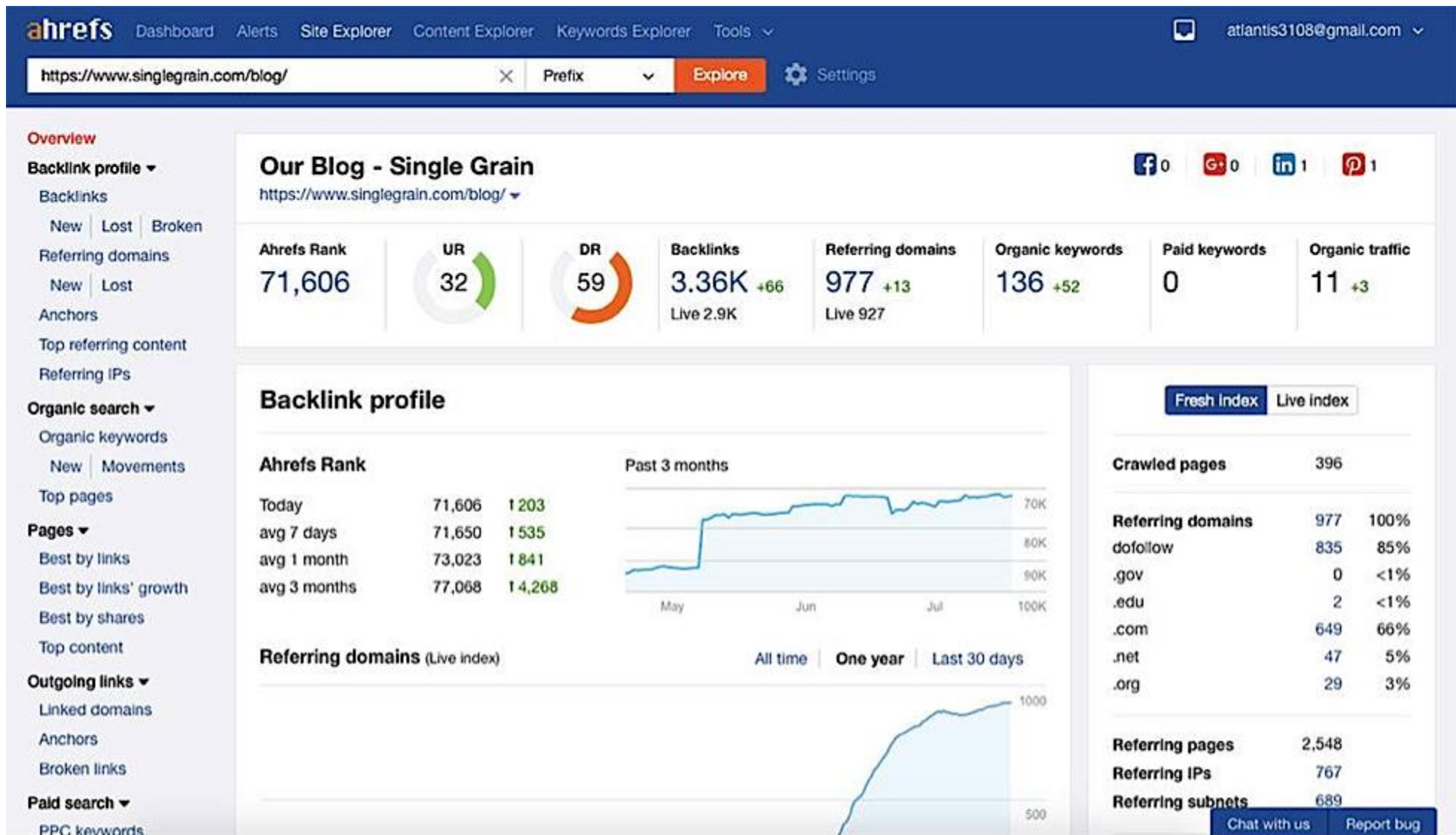
Whether you're creating your own content for your blog or outsourcing it to a freelance writer, you need a constant flow of current and relevant ideas to keep your readers engaged and returning for more. Coming up with quality ideas is one of the most challenging tasks that bloggers and marketers are faced with.

So next time you're faced with a creative block, consider the following seven strategies to find inspiration and ideate new content ideas for your blog. Although this should go without saying, remember that your goal is to come up with new titles for your blog – you don't want to steal exact posts and headlines from anyone.

1. Find Your Competitors' Successful Blog Posts

It's extremely important to check out what kind of blog posts are popular (via likes, shares, and conversions) for other successful bloggers in your niche and then try to write something similar – yet better or with a new angle – for your own blog. This technique is called “[skyscraping](#).” However, checking out the social shares on each blog post manually is not the most efficient way to gather this data.

I like [Ahrefs](#), which is a backlink analysis and competitor research tool for SEOs and marketers. This tool has lots of features that show everything you need to know about your own blog and that of your competitors.



Just open the “Site Explorer” tab and insert any website URL into the search field to discover “the most important SEO metrics for any page you visit.”

The tab “Best by links” under “Pages” (in the left-hand column) shows which pieces of content attract links. The more backlinks your website has, the more chances you have to appear at the top of the search results.

Learn More: [*7 Tips to Creating Killer Blog Posts that No One Else Is Writing*](#)

ahrefs

Dashboard
Alerts
Site Explorer
Content Explorer
Keywords Explorer
Tools

atlantis3108@gmail.com

https://www.singlegrain.com/blog/

Prefix

Explore

Settings

Overview

Backlink profile

Backlinks

NewLostBroken

Referring domains

NewLost

Anchor

Top referring content

Referring IPs

Organic search

Organic keywords

NewMovements

Top pages

Pages

Best by links

Best by links' growth

Best by shares

Top content

Outgoing links

Linked domains

Anchor

Broken links

Paid search

PPC keywords

Top Pages

Search in results

US

UK

AU

IN

More

25 results

Export

#	Traffic	Keywords	Page URL	Top keyword	Its volume	Pos.
1	1.9	17	www.singlegrain.com/blog/	single grains	10	2
2	0.60	9	www.singlegrain.com/blog/social-media-applied-lessons-from-the-obama-presidential-campaign/	obama campaign social networking	10	6
3	0.04	5	www.singlegrain.com/blog/impact-of-social-media-in-todays-business-world/	social media and business communication	30	23
4	0.03	1	www.singlegrain.com/blog/optimizing-your-site-for-google-universal-search/	optimizing google search	20	22
5	0.02	8	www.singlegrain.com/blog/15-books-all-internet-marketing-should-read/	ogilvy on advertising free download pdf	10	24
6	0.02	1	www.singlegrain.com/blog/increase-app-store-rankings-for-iphone-and-android/	iphone rankings	30	27
7	0.01	1	www.singlegrain.com/blog/9-companies-doing-twitter-right/	companies twitter	10	24
8	0.00	3	www.singlegrain.com/blog/how-to-create-marketing-funnel/	sales process funnel	10	29
9	0.00	3	www.singlegrain.com/blog/how-to-avoid-becoming-googles-bitch/	bitch friend	30	35
10	0.00	3	www.singlegrain.com/blog/strategists-guide-marketing-segmentation/	marketing segmentations		

Chat with us

Report bug

This will show you the position of these pages in search engines for certain keywords, the estimation of organic search traffic coming to the site, the number of keywords, and the top keywords.

Use this tool to research your own blog as well as top blogs in your niche. Although Ahrefs is a premium service, there is a 14-day free trial which is definitely adequate to plan some blog posts for the next few months.

2. Scan Blogs for Industry News

In order to write relevant blog posts, you need to stay up-to-date with the latest trends, news and technologies in your industry.

I like using **Feedly** to subscribe to news from the top blogs in my niche. You can use the search box to find a particular blog or topic to subscribe to.

Unpin

My Feedly

Your favorite publications, feeds, and knowledge boards will be organized here.

Missing your feeds?

Discover and follow


Explore / content marketing

Search

TOPICS

content marketing

SOURCES

**Content Marketing Institute**

Content Marketing Institute (CMI): Our mission is to advance the practice of content marketing, through online

32K

9


Must

+


readers

articles/week

read



4 B2B Content Secrets You Fail to Use

**Social Media And Content ...**

Looking to know more about social media and content marketing technology?

7K

1


Full

+


readers

articles/week

content



15 Awesome Social Media Apps for iPhone

**The Story Of Telling**

Brand Story Strategy For Entrepreneurs

21K

4


Full

+


readers


articles/week


content



A Reason To Come

**Convince And Convert: Soc...**

**Joe Pulizzi – Content Marka...**

**Marketo Marketing Blog**

atlantis3108@gmail.com
via Google / Logout

UPGRADE

You can save and organize your feed into categories to easily find what you need. It also allows you to set alerts in order to find out when someone mentions the name of your blog or brand anywhere on the web.

You can also use **Google Trends**, another handy tool to search for any topic and see what kind of traffic the post is getting. There's an option to search within a country or specific region, too.

Keyhole is one more tool you can use to follow the latest trends. It tracks hashtags on Twitter, Instagram and Facebook. Just insert a keyword to observe the topic in real time. You can also use it to see mentions of your brand on social media.

3. Check Out Social Media Sites and Online Communities

To get to know your target audience and their needs better, you should go to social media sites. For example, Twitter tends to list current world trends on their homepage and profile pages.


As you can see, the current trends are listed on the left sidebar:

Home

Notifications

Messages

Search Twitter



Nancy Young

@nancy_its_me

TWEETS

658

FOLLOWING

211

FOLLOWERS

115

New York Trends · [Change](#)

#FamousMelaniaTrumpQuotes

@brianclark is Tweeting about this

Tappan Zee Bridge

Just started trending

#TravelTuesday

12.8K Tweets

Megyn Kelly

Just started trending

#MyIdeaOfFlirtingIs

Started trending in the last hour

Jim Grobe

Just started trending

#hottestdayoftheyear

@chrisspooner is Tweeting about this

#MoreFunWithTwo

Just started trending


Tamron Hall

Started trending in the last hour

Charlie Strong

Started trending in the last hour

What's happening?




Leica Camera AG

@leica_camera · 3m


Now available in silver: The #Leica APO-Summicron-M 50mm f/2 ASPH lens.

bit.ly/29SMZ5a #LeicaM



1

7



Jeremy Cowart


@jeremycowart · 25m

Note to self: Don't ever launch a 4-year dream the same day you're stuck in a hotel room with dialup speed internet.


2

37


Who to follow




Li



J.



M



Find

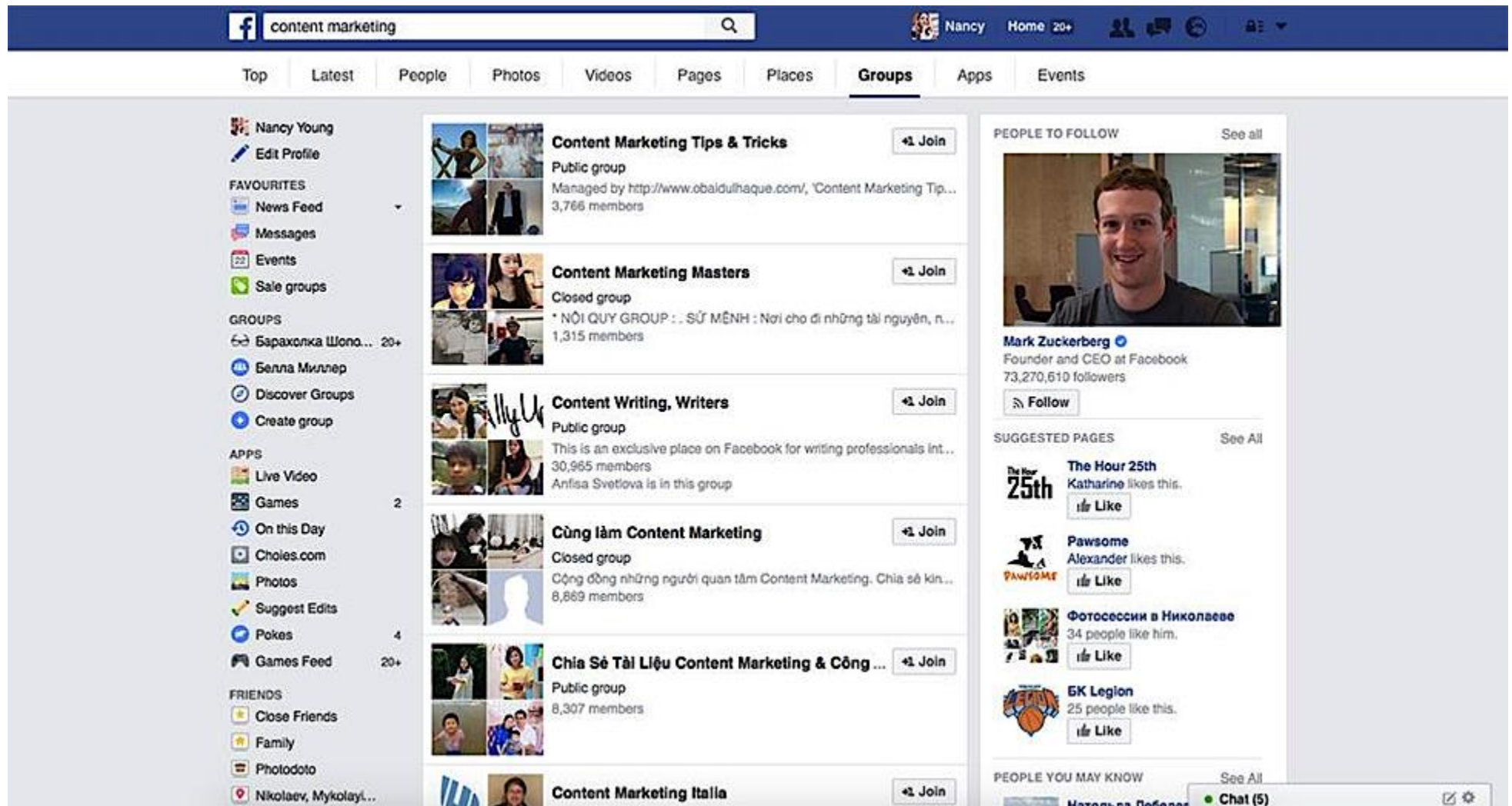
Connect other

© 2016 Twitter

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[Ads](#)
[Jobs](#)
[Business](#)

[Advertise with us](#)

Although you'll find a few trending topics on the right-hand column of your newsfeed, you can also search **Facebook** for trending keywords. Just search for the topic you need to see what people are writing about:



You can do the same search on Google+ and LinkedIn.

Reddit is another social media site that can help you find new content ideas. Here people debate about almost everything that's happening in the world and they also have trends listed right on the homepage.

In order to find subreddits that are relevant to your niche, use the search bar. For example, if your topic is "content marketing," then your subreddit would be [/r/content_marketing](https://www.reddit.com/r/content_marketing).

The screenshot displays the Reddit interface for the 'ContentMarketing' subreddit. At the top, there's a navigation bar with various subreddit categories. Below it, the subreddit name 'ContentMarketing' is visible. The main content area lists several posts, each with a title, a brief description, and the number of comments. The right sidebar includes a search bar, a login/sign-up section, and a 'Submit a new discussion' button. Below that, there's a 'Subscribe' button and information about the community's size and guidelines.

Find questions and topics that people are talking about within your subreddit to create new blog post ideas. Also, take a look at the upvotes to identify what's trending.

4. Create Ideas Using Google Keyword Planner and Ubersuggest

You've probably heard of **Google Keywords Planner**, a free service for Google AdWords users. You can search for any keywords related to your industry and usually get over 800 keywords and phrases along with their average monthly search volume. Here's what I get when I search for "social media marketing":

Google AdWords Home Campaigns Opportunities Reports **Tools**

Customer ID: 179 185 1027
[Help](#) [Settings](#) [Notifications](#)

Keyword Planner

Add ideas to your plan

Your product or service
 [Get ideas](#) [Modify search](#)

Targeting ?

All locations

English

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Search volume trends

Average monthly searches

Ad group ideas | **Keyword ideas** | Columns | Download | Add all (681)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
social media marketing	90,500	Medium		-	

Show rows: 30 | 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
social media	450,000	Low		-	

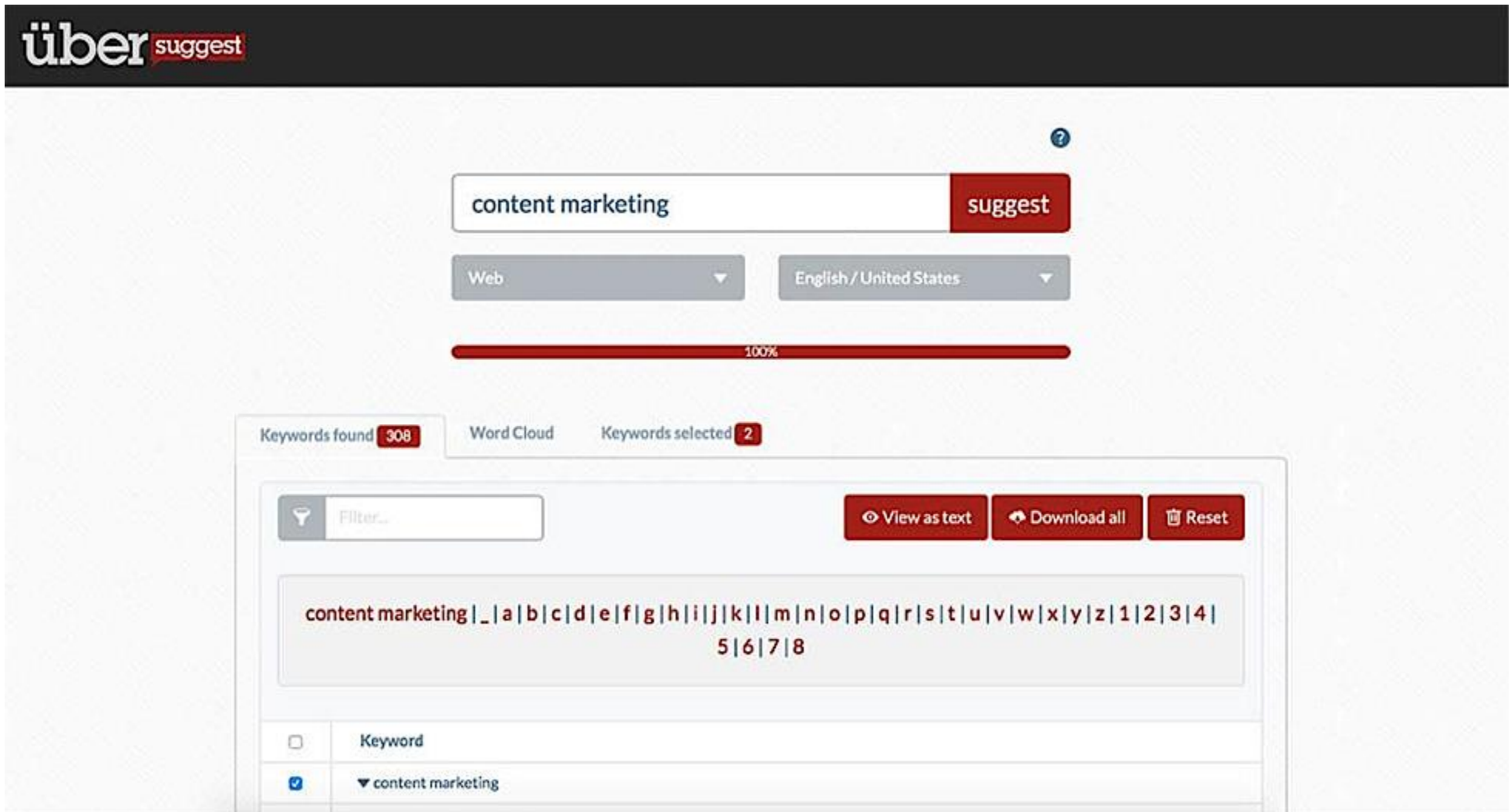
Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group

Click the “Download” button to get these keywords nicely organized in a Google Spreadsheet. You can then turn this doc as a starting point for your editorial calendar.

Ubersuggest is another great keyword tool that shows the keywords from Google Trends. It will show you a list of related keywords arranged in alphabetical order that you can download into a handy spreadsheet.



5. Find Content with the Most Comments, Views and Downloads

Beyond social shares, there are comments, views and downloads which also show the popularity of any topic. **Impactana** can help you to identify posts with the most comments. Just type your keyword + “comment>20” to see the posts on a specific topic that have over 100 comments:

[Show Advanced Search Options](#)

Content

Video

Sharers

Alerts

Any time ▾

All types ▾

Any language ▾

Around 174 results found (query took 0.399 seconds)

[Export to Excel](#)[Alert](#)

Buzz ▴ ▾ ⓘ

Impact ▴ ▾ ⓘ

20 Content Marketing Ideas for Your Website

<http://www.operationtechnology.com/blog/?p=989> ▾ [View Sharers](#)

more than 2 years ago - phone or by email. Write a monthly round-up of the best relevant online **content** you've come across. Assemble a list of quotes from significant people in
by Brad ▾ [More by Brad](#)



Social Selling: A Sales & Marketing Love Story

<http://blogs.cisco.com/socialmedia/social-selling-a-sales-ma...> ▾ [View Sharers](#)

Carola van der Linden), **Marketing** Manager in EMEAR, on Social Selling. I wanted to get her unique perspective on how sales and **marketing** works together and

by Jennifer Roberts ▾ [More by Jennifer Roberts](#)



Personification of Digital Marketing - Andrew Frank

http://blogs.gartner.com/andrew_frank/2015/03/20/the-personi... ▾ [View Sharers](#)

more than a year ago - By Andrew Frank | March 20, 2015 | 1 Comment Digital **marketing** has been a wellspring of new and re-purposed vocabulary. From "1st-party data" through "engagement



Also, make sure to check out the most viewed pages by typing your keyword + "views>100000-site:[name of website]":

[Show Advanced Search Options](#)

Content

Video

Sharers

Alerts

Any time ▾

All types ▾

Any language ▾

Around 1,283 results found (query took 1.468 seconds)

[Export to Excel](#)[Alert](#)

Buzz ↕ ⓘ

Impact ↕ ⓘ

The Secret to Marketing to Busy People Who Don't Have

<http://www.entrepreneur.com/article/227386> ▾ [View Sharers](#)

3 years ago · information overload, it's easy for your **marketing** message to get lost in the noise. One of the best ways to get your **content** noticed is by telling compelling

by Kathleen Davis ▾

[More by Kathleen Davis](#)19k
132k

Different Story from Content Inc with Joe Pulizzi

<http://www.stitcher.com/podcast/content-marketing-institute-...> ▾ [View Sharers](#)

Info: It seems that the term '**content marketing**' is everywhere today. Most brands and companies are taking some sort of **content** approach to growing their business

33k
217k

To Provide More from Content Inc with Joe Pulizzi

<http://www.stitcher.com/podcast/content-marketing-institute-...> ▾ [View Sharers](#)

Info: In this episode of **Content Inc.**, Joe Pulizzi discusses a current quote from **Content Marketing** Institute's Chief

33k
218k


To find out which guides and e-books are the most popular, you can search for pages with the most downloads by typing your keyword + "download>100":

content marketing download>100



Show Advanced Search Options

Content

Video

Sharers

Alerts

Any time ▾

All types ▾

Any language ▾

Around 374 results found (query took 0.473 seconds)

Export to Excel

Alert

Buzz ▴ ▾ ⓘ

Impact ▴ ▾ ⓘ

12 Marketing Job Descriptions to Recruit and Hire an

<http://blog.hubspot.com/blog/tabid/6307/bid/34029/8-Ready-Ma...> View Sharers1 month ago · businesses straying from traditional **marketing** tactics. Step one is recognizing the need to invest in inbound **marketing**. The next step? Assembling an all-star cast

by Hannah Fleishman ▾

More by Hannah Fleishman

960

10k

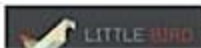
Content Marketing Doodle Concept

<http://graphicriver.net/item/content-marketing-doodle-concep...> View SharersDoodle design style concept of creating, **marketing** and sharing of digital **content**. Modern line style illustration for web banners, hero images, printed

0

3

Little Bird App - New Content Marketing "Influencer" Tool

<http://contentmarketinginstitute.com/2012/10/influencer-app-...> View Sharersalmost 4 years ago · influential about that particular subject. Take "**content marketing**," for example. Little Bird tells me **Content Marketing** Institute's Joe Pulizzi tops the list of

266

2k



As you see, Impactana helps you to find a lot of different metrics beyond basic social shares to identify popular content. This way you can create the kind of content you want by taking into account the result you want to achieve – it could be the number of downloads or views.

6. Answer Questions on Quora and Yahoo Answers

Sites with questions and answers like **Quora** can help you to find out what problems people are having by the questions they are asking. Quora covers a variety of topics, such as content marketing:

[Ask Question](#)
[Read](#)
[Answer](#)
[Notifications](#)

4

Anastasia

Content Marketing

[Overview](#)
[Topic FAQ](#)
[Feed](#)
[Most Viewed Writers](#)
[Answer](#)

...

[Follow Topic](#)
48.1k

Topic FAQ

Curated by the Quora community

[View All](#)

1

What companies do good content marketing well?

Ryan Hanley, author, speaker, marketing geek.

If you're looking for a big brand example of content marketing done well, look no further than [The Home Depot](#) [Blog](#).

There are many companies (some listed in other answers to this question) which are fantastic at building an audience. But audience building and content marketing are different activi... [\(more\)](#)

Answer 1 of 15

[See All Answers](#)

2

What are the best ways to do Content Marketing?

Lauren Ramesbottom, Content Manager for 'Spark Boutik' digital marketing agency

You can view my full post on [Spark Boutik's blog](#).

- Determine the Specific Goals of your Content Strategy

Just as it's important to set out trackable goals and intentions for both business and

About

The discipline of using various types of content to build buyers' trust and generate new business

Frequently Asked Questions

What is content marketing?... [\(more\)](#)

3.1k Questions	48.1k Followers	71 Edits
-------------------	--------------------	-------------

Most Viewed Writers

[View All](#)

Stephen Jeske, Outreach specialist and editor at Media Shower.
5,738 Views

Szymon Kozak, Content Marketing Geek
2,453 Views

Fergus Ryan, Digital Marketer specialising in Content | Strategy | Social
2,444 Views

You can follow topics on Quora, bookmark discussions, and even see which topics get the most views and comments.

Yahoo! Answers is another community-driven platform that allows people to submit or answer questions by other users. Subscribe to new topics in your industry so that you don't have to go to the website each day.

[Home](#)
[Mail](#)
[Search](#)
[News](#)
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[Finance](#)
[Celebrity](#)
[Weather](#)
[Answers](#)
[Flickr](#)
[Mobile](#)
[More ▾](#)

YAHOO!

ANSWERS

×

Search

Web

Answers

More

Filter by Market

United States

Canada

Filter by Category

All Categories

Video & Online G...

Advertising & Ma...

Standards & Test...

Politics

Internet

Diet & Fitness

Homework Help

Teaching

Programming & De...

Yahoo Profiles

Filter by Time

Anytime

Past day

Ad related to content strategy

Content Strategy Tips

PRNewswire.com/Content_Strategy

A High-Quality Promotion Strategy Is a Must. Achieve Your Goals Now!

Strategy Checklist

PR Newswire Blog

Free Buyer's Guide

Knowledge Center

Sort by [Relevance](#) | [Time](#)

How is content marketing related to SEO strategy?

..., leading to positive results in their local SEO strategy. Anyway, the quality of your site's content highly determines your search engine rankings, particularly in...

11 Answers · Business & Finance · 17/02/2014

In social media campaigns, what the difference between "Content strategy" and "direct objectives"?

Objectives - what you want to do Strategy - How you are going to do it

3 Answers · Business & Finance · 29/03/2014

How are the following systematic teaching strategies: Instructional, Content presentation, Provided practice?

...a concept map? Cooperative learning group... Each could be Content presentation: HOW would you teach a concept map, cooperative learning group...

1 Answers · Education & Reference · 19/12/2010

What do you think of the approach to the content and structure of a new strategy in sustainability?

... and they are all about sustainability. But the approach to the content and structure of a new strategy, well it depends on what it is.

2 Answers · Education & Reference · 23/08/2011

Are Nintendo's Content Guidelines a Moral Issue or a Business Strategy?

Ads

Content Mrktng Strategy

Forbes.com/Business

Top Content Marketing Strategies Find Expert Advice Now.

Content Strategy Intranet

wow.com/Content Strategy Intranet

Search for Content Strategy Intranet Look Up Quick Results Now!

Content Strategy Examples

when.com/Content Strategy Examples

Explore Content Strategy Examples Discover More on When.com!

Learn More: [How 10X Content Marketing Got SnackNation 10x in ARR in 1 Year \[podcast\]](#)

7. Ask Your Readers

As a website owner you need to build a strong relationship with your audience, and the best way to get to know what they want is to ask them directly!

Social media platforms are the best places to ask your followers what topic they would like to see covered in your next blog post. You can ask them using Twitter:

**ETC!ETC!** ✓

@IAMETC



Follow

Gonna do some tutorials and chat on @weareupsound soon .. What topics would u like to hear about ?

RETWEETS

5

LIKES

46



6:32 AM - 14 Jul 2016



5



46



Reply to @IAMETC @weareupsound

**bro safari** @brosafari · Jul 14

@IAMETC @weareupsound I wanna do one of these sometime. Would be fun!



3



19



View other replies

**Bear Grillz** @itsbeargrillz · Jul 14

@brosafari @IAMETC @weareupsound what's your email dude?



2

Or set up a widget on your website to ask site visitors what else they would like you to discuss. For example, when you go to **Single Grain**, a simple pop-up chat window appears from the site's CEO to ask their readers what other marketing topics they are interested in:

As you can see, there are numerous ways to come up with new blog post ideas. Hopefully, this article sparked your imagination and gave you several resources from which to harvest some amazing content ideas!