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You've had that feeling before — we all have. You've sat down at your computer to hammer out your next blog post, but you can't figure out what in the world to write about. You feel like you've already created a post on every idea worth covering. So what should you do? Check out these 7 tips for generating blog post topics your readers will love:

Ask the world

1. Read other blogs

Need some inspiration to get those blogging juices flowing? Here's an easy way to get your fix: [read other blogs](#) in your industry. Reading other blogs is a great way to come up with blog post topics because it can help you identify hot topics and trends in your niche. It can also help you find topics that other people aren't covering in enough detail or are ignoring altogether.

For example, maybe you're a local food blogger and you've noticed that lots of bloggers cover vegetarian bakeries in your area but no one's talking about the vegan ones. See an opportunity like this to go beyond what's already out there? Go for it!



2. Google your keywords

Want a more targeted way to come up with blog post topics related to your niche? Instead of searching for just any blog post or piece of content related to your niche, [do a targeted search based on your keywords](#).

For example, if one of your keywords is “couples resorts in Antigua,” do a Google search for this keyword and see what comes up. Use the search results Google generates as inspiration for your next post. Is there something missing from the keyword’s top search hits? Looks like you’ve found yourself an opportunity.

It’s strategic to base your blog posts on keywords your ideal customers may use when searching online. So looking for inspiration related to these keywords can be a great way to go.

3. Keep tabs on current events

You don’t have to base blog post topics just on events, trends, and existing content specific to your industry. Feel free to draw on [local, national, or international events](#).

For example, let’s say that you’re a flight booking app and part of what sets you apart from your competitors is that you offer overbooking protection. Even though overbooked flights are common, having overbooking protection may not seem like the biggest perk you could offer. But what if you remind people about how United Airlines recently [involuntarily removed four passengers from a flight](#) to make room for employees?

Would you be taking advantage of an unfortunate situation? It may seem that way. But what better way to illustrate the value of your overbooking protection than by giving people a real-world example of why it’s so important?

Ask your fans

4. Leverage customer questions

Some questions that you get from customers are strictly about your products or services. But others are more general, and you can use them to come up with blog post topics. How? Let’s say that you’re a wedding planner and one of your clients asks you if they should buy wedding insurance. (Yes, this actually exists.) If this client had a question about it, other potential clients who may come across your blog probably do too. So why not write a post about it?

When you base blog post topics [on customer questions](#), you can create posts that anticipate questions your prospects have. These posts won’t just do your prospects a favour by answering their question. They’ll also give you a chance to showcase your expertise on the topic.

5. Consult your email list

Don't have enough existing customer questions to draw on? Don't sweat it because there's something else you can do: you can [ask that email list of yours](#).

Although it's great to come up with blog post topics that will help you attract new fans, it's important to show some love to your existing tribe too. And what's the best way to find out what they want to read on your blog next? Ask them!

The next time you create an email campaign, tell your list that you need some help from them and that you want to know what they would find helpful to read. This tactic lets you not only generate blog post topics and but also come up with an idea for your next email campaign.

Ask your analytics

6. Modify a long-tail keyword

Want a more data-driven approach for generating blog post ideas? Make a date with your blog analytics. Check your stats to find out which long-tail keywords you're ranking well for. Then write a blog post for [variations of each one](#).

For example, if your post based on the keyword "Chicago gluten-free restaurants" was a hit, think about writing posts on "Chicago gluten-free bakery" and "Chicago gluten-free café."

If Google sees you as a go-to source on a particular topic, don't ignore it. Use it to your advantage!

7. Expand on high-performing posts

You don't always have to come up with brand new blog posts topics you've never written about before. You can also expand on topics you've touched on in [existing, high-performing posts](#).

For example, do you have a popular post on 10 user-friendly apps to help people file their taxes? Consider creating a detailed guide one how to use the best or most popular app on the list. It'll allow you to create a rich resource that provides lots of value to your readers on a topic they already seem to like.

But that's not all. When you write related posts, you also create natural opportunities to build internal links on your blog, which helps your SEO.

The sky's the limit when it comes to generating blog post topics

You don't have to be a creative genius to come up with blog post topics your readers will love. You just need to know how to leverage information and ideas that already exist in the world, among your fans, and in your analytics. So what are you waiting for? Use the strategies we've outlined above to generate your next set of winning posts.

Want to publish better content on your blog? Check out our post on [quick ways to improve any blog post](#).

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