

HOW TO COME UP WITH

50 Content Ideas

IN 30 MINUTES OR LESS



1. Use **Portent's Content Idea Generator**.



2. **Answer your most asked question**

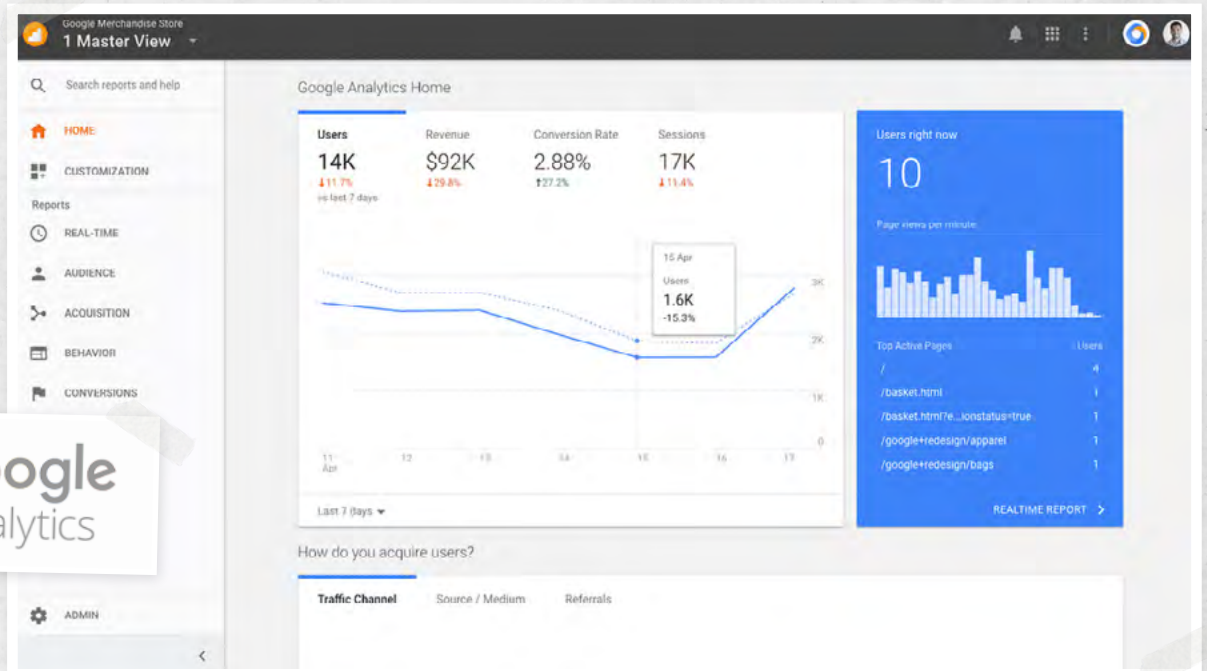
Imagine you are writing for your ideal customer: What is one of your most asked questions? Answer that question(s) in a blog post!



3. Visit **Reddit** to find trending topics.



4. Look through your website analytics to find out which topics are most popular with your audience.



5. Send a short poll or survey to your email list or social media followers to ask them for their most pressing questions.



6. Set up **Google Alerts** for keywords related to your business and niche.

🔍 social marketing

🔍 digital content marketing

🔍 content repurposing



7. Join a Facebook group in your niche to see what your target market is talking about.



8. Ask your social media followers...ask what they want to know and/or learn.

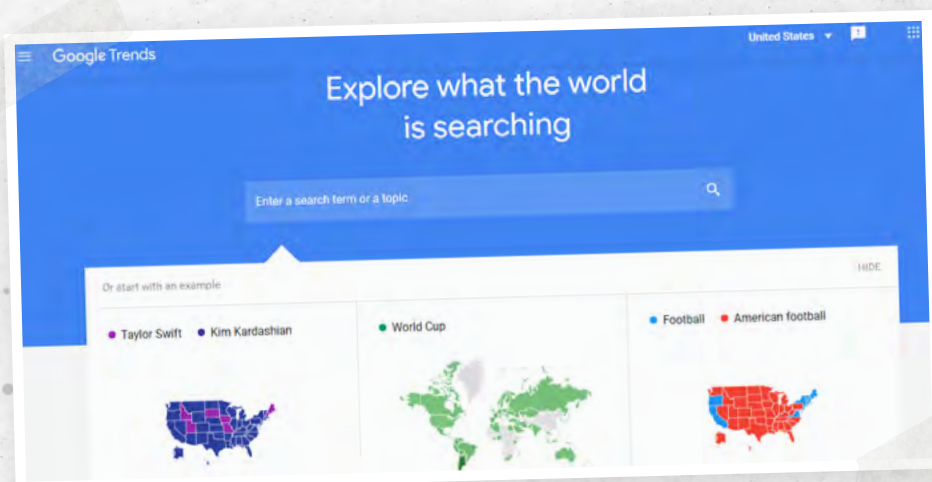


9. Visit popular websites or blogs in your niche to see which topics they are writing about: Find one that jumps out at you, and then spin the title to create your own, original content.

“Psst.. this is what we did at Contellio with this infographic. We repurposed Kim’s Excellent List. Everyone benefits.”

-Paul Nowak @Contellio

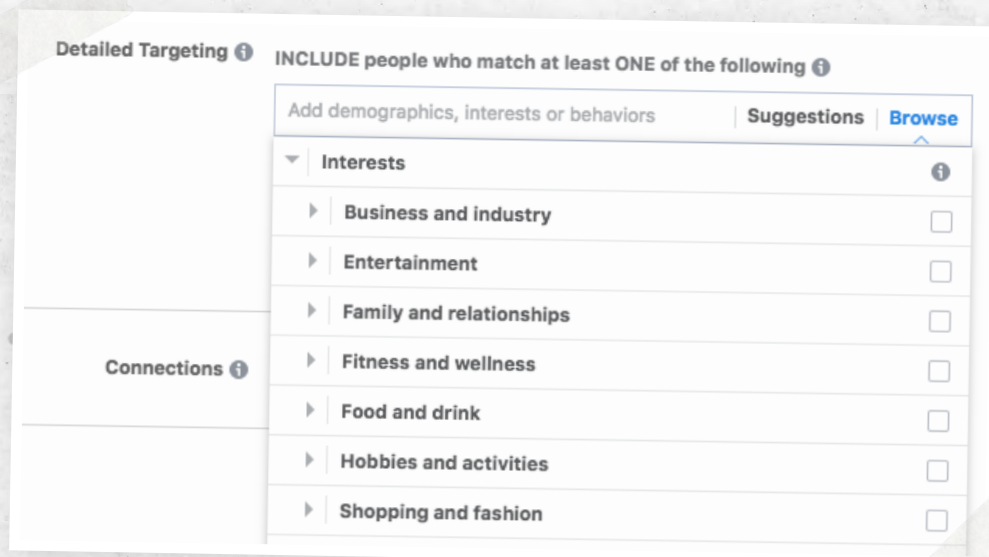
10. Visit **Google Trends** to find trending topics.



11. Use **HubSpot's Blog Topic Generator**.



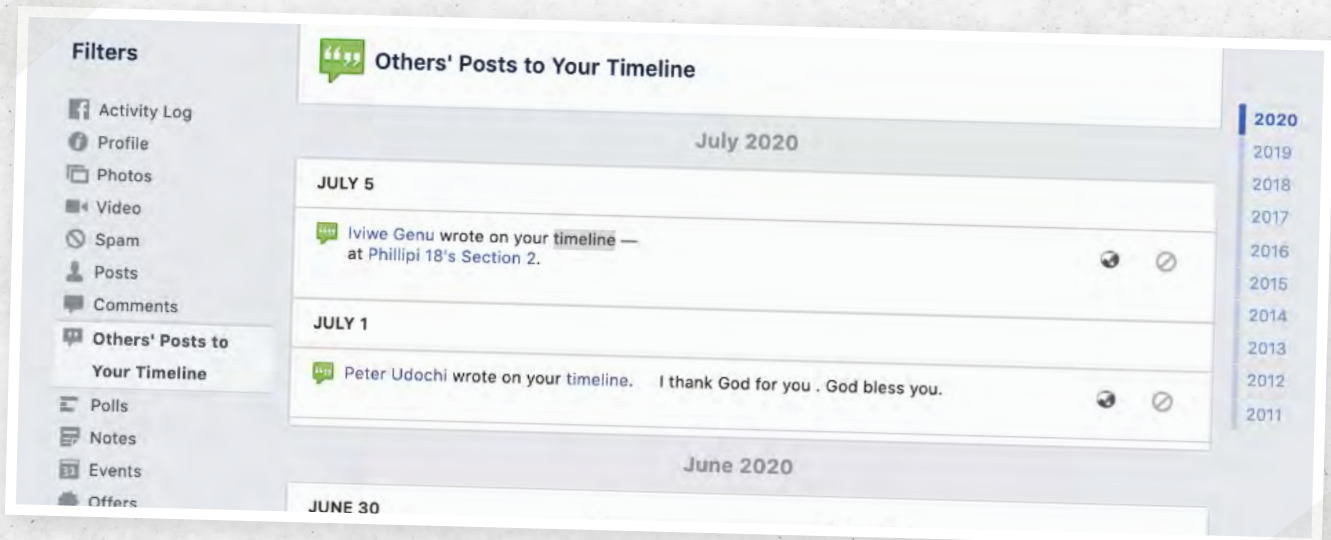
12. Use Facebook Interest Lists to find content of interest in your industry. For more on this, see my post **How to Use Interest Lists to Find Content Ideas to Share**.



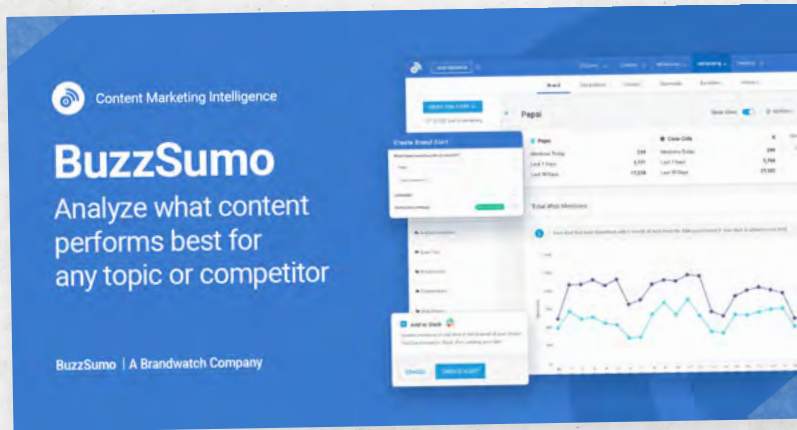
13. Page through a book that would be of interest to your audience and see if any topics jump out at you.



14. Take a look through your Facebook 'Posts to Page' to see if there are any questions you can answer in a blog post.

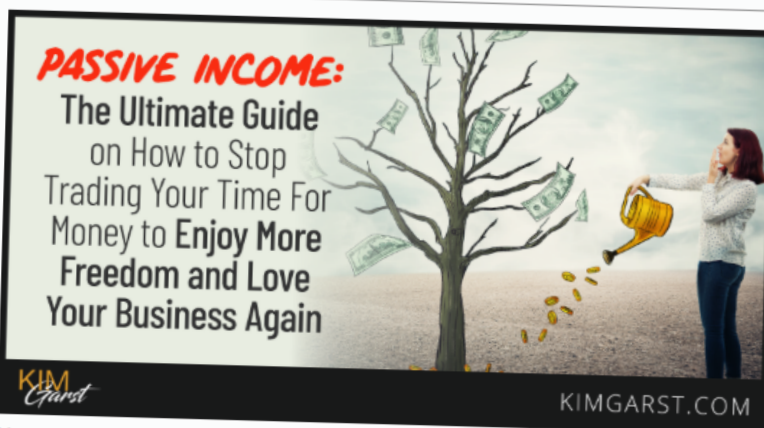


15. Use **BuzzSumo** to find top content in your industry.



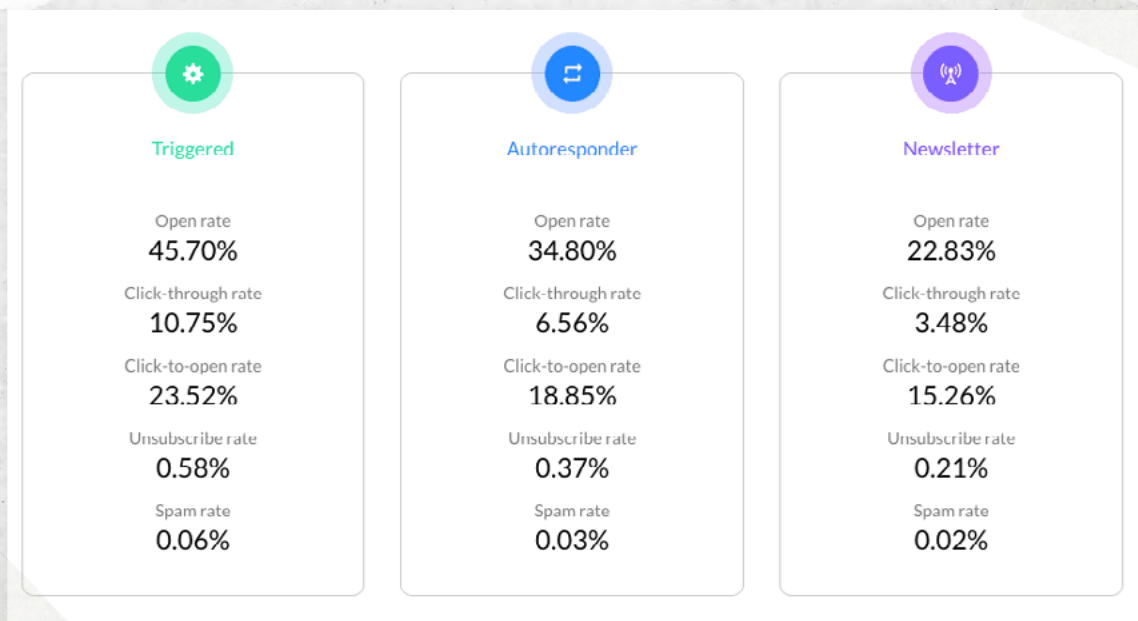
16. Ask yourself this question: What is the #1 issue my target market struggles with? Attempt to write a blog post that solves this problem.

Passive Income: The Ultimate Guide on How to Stop Trading Your Time For Money to Enjoy More Freedom and Love Your Business Again





Many service based businesses dream about passive income, but few know how to turn it into a reality. Plenty of us have this vision of passive income as lying on a beach somewhere, sipping a margarita while raking in thousands of dollars with little to no work. Another common conception of

17. Look through your email marketing program's analytics to find out which topics and headlines have gotten the most opens, click-throughs and conversions.

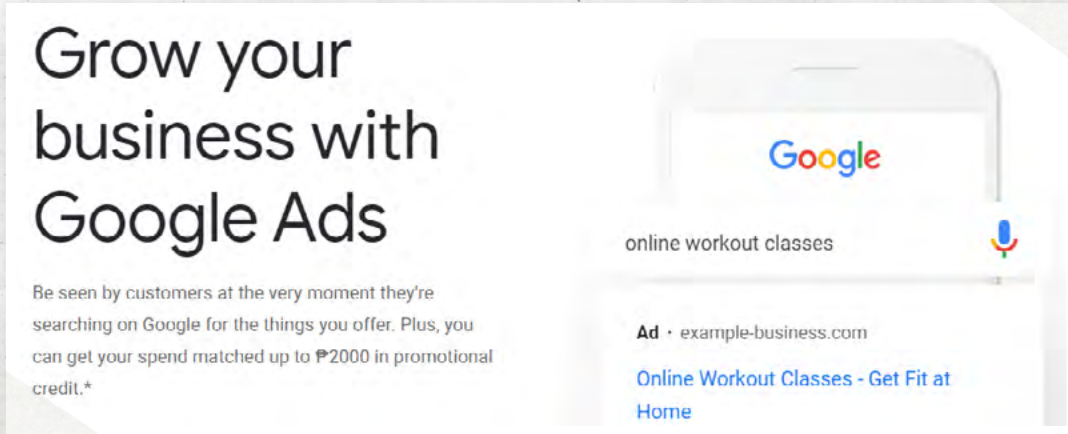


18. Look through your blog comments to find questions or topics you could address.

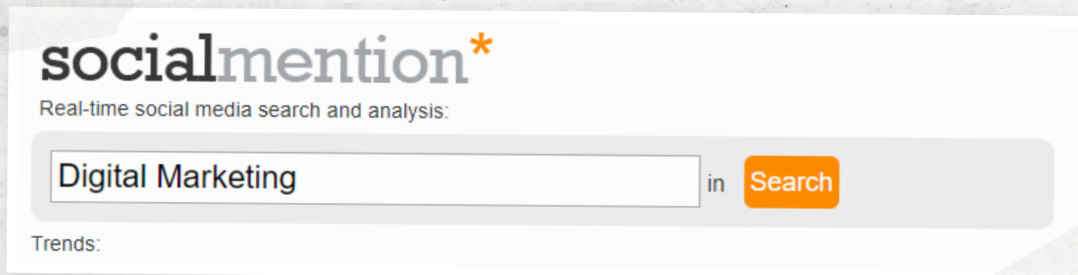
 Andrew Meyer says
June 22, 2020 at 2:09 pm
[\(Edit\)](#)
Cool, I'd love to see some of your favorite integrations in a future post!
[Reply](#)

 jp says
July 11, 2020 at 11:48 pm
[\(Edit\)](#)
Cool, I'd love to see some of your favorite integrations in a future post!
[Reply](#)

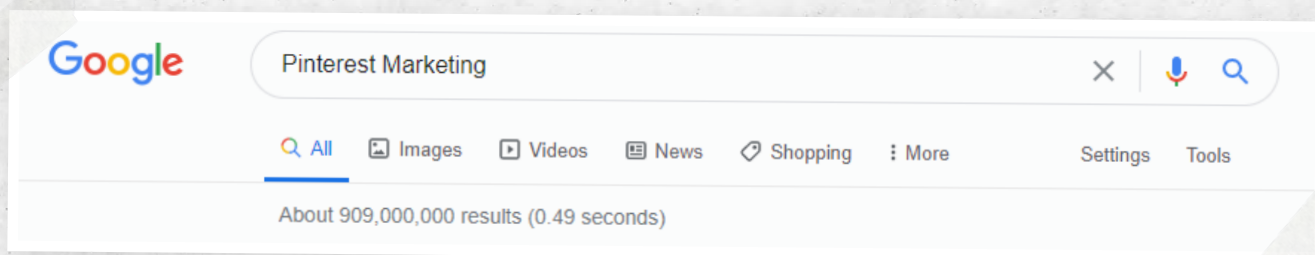
19. Use the **Google Keyword Planner** to uncover other keywords and topics and you can write about.



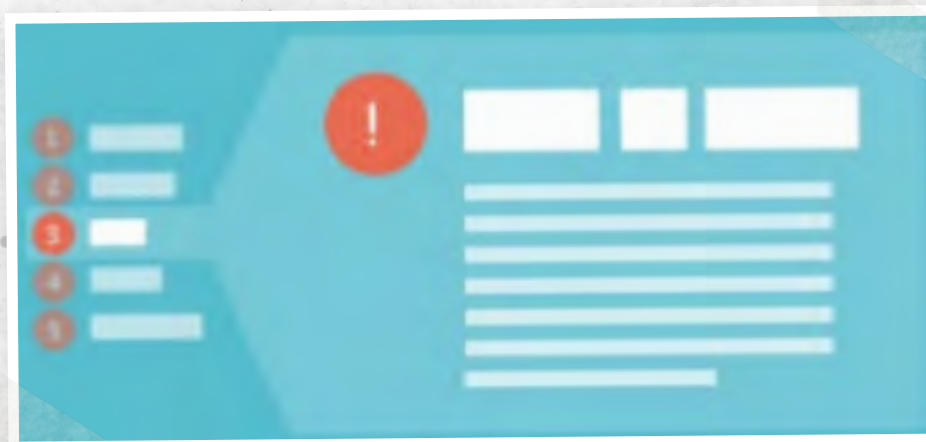
20. Use **Social Mention** to listen in on social media conversations: Find out what topics are really of interest to your target market.



21. Do a Google search for a popular keyword in your niche: See what others are writing about the topic and add your thoughts to the conversation.



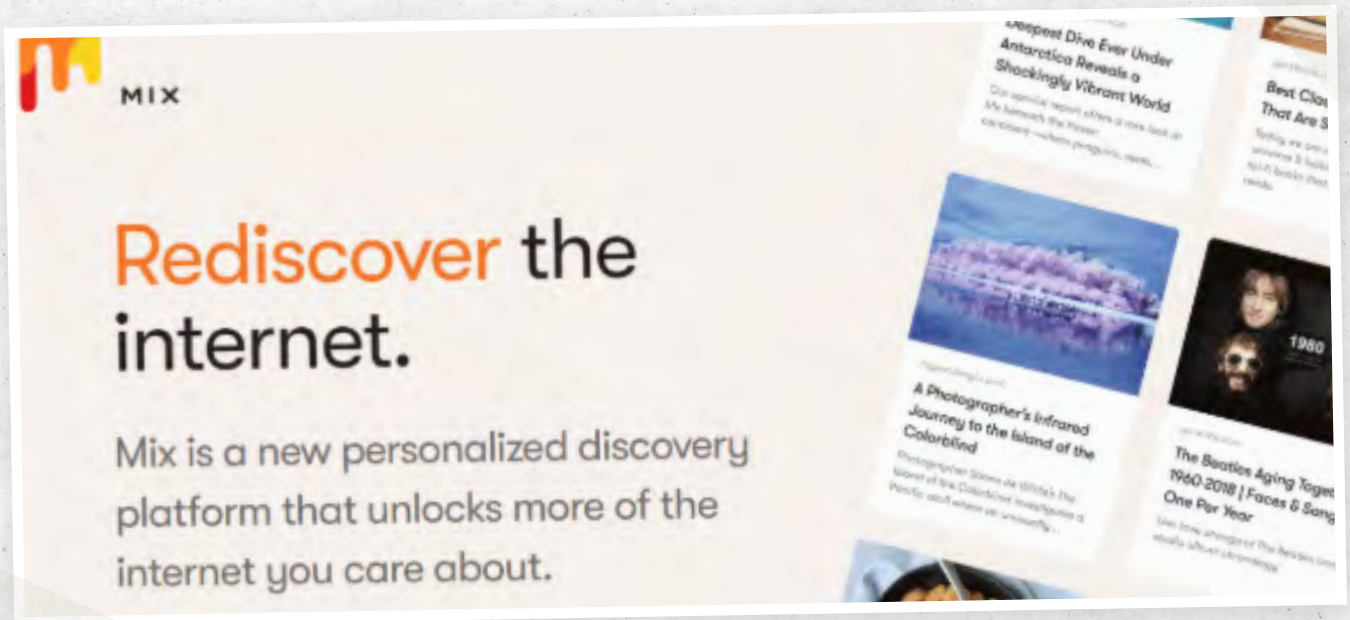
22. Take a current list post (e.g. Top 10 Ways to...) and write a detailed post breaking down just one of your top points.



23. Visit **Yahoo Answers** to find questions you can answer on your blog.



24. Go to **Mix.com** and rediscover the internet.



25. Compile current blog posts into a resource list: For instance, on my blog I might create a post called Top 35 Business Tools for Today's Entrepreneur, and include links to my most popular Facebook marketing posts.

Top 35 Business Tools for Today's Entrepreneur

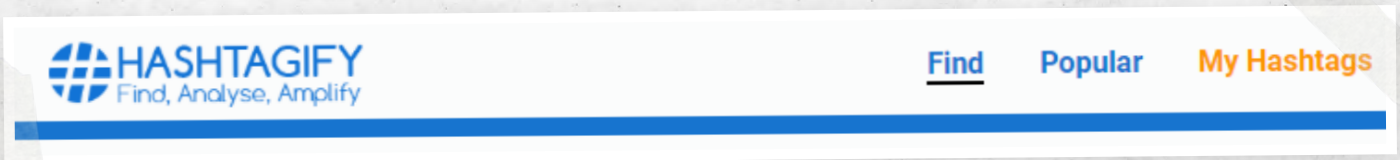


You know I LOVE me some good business tools! Using the right tools can make all the difference in your small business. They can save you time, make you more effective, and free you up to focus on the parts of your business you actually enjoy. The following are 35 top small business tools I

- 26.

Ask a fellow business or website owner for ideas!

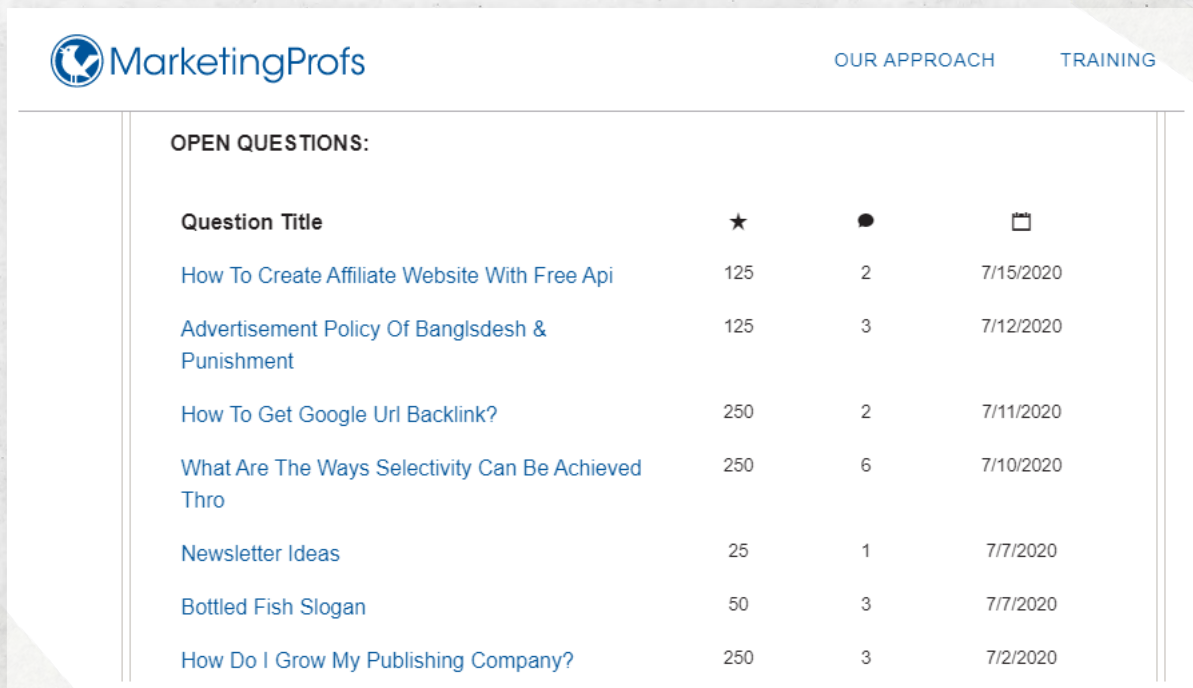
27. Find top hashtags in your niche using a tool like [Hashtagify.me](https://hashtagify.me).



28. Use [The Blog Post Ideas Generator](#) from [Build Your Own Blog](#).



29. Visit an industry forum and read through comments and questions.



The screenshot shows the MarketingProfs website interface. At the top left is the MarketingProfs logo. To the right are two navigation links: "OUR APPROACH" and "TRAINING". Below the navigation is a section titled "OPEN QUESTIONS:". Underneath is a table with four columns: "Question Title", a star icon, a comment bubble icon, and a calendar icon. The table lists several questions with their respective view counts, comment counts, and dates.

Question Title	★	●	📅
How To Create Affiliate Website With Free Api	125	2	7/15/2020
Advertisement Policy Of Bangladesh & Punishment	125	3	7/12/2020
How To Get Google Url Backlink?	250	2	7/11/2020
What Are The Ways Selectivity Can Be Achieved Thro	250	6	7/10/2020
Newsletter Ideas	25	1	7/7/2020
Bottled Fish Slogan	50	3	7/7/2020
How Do I Grow My Publishing Company?	250	3	7/2/2020

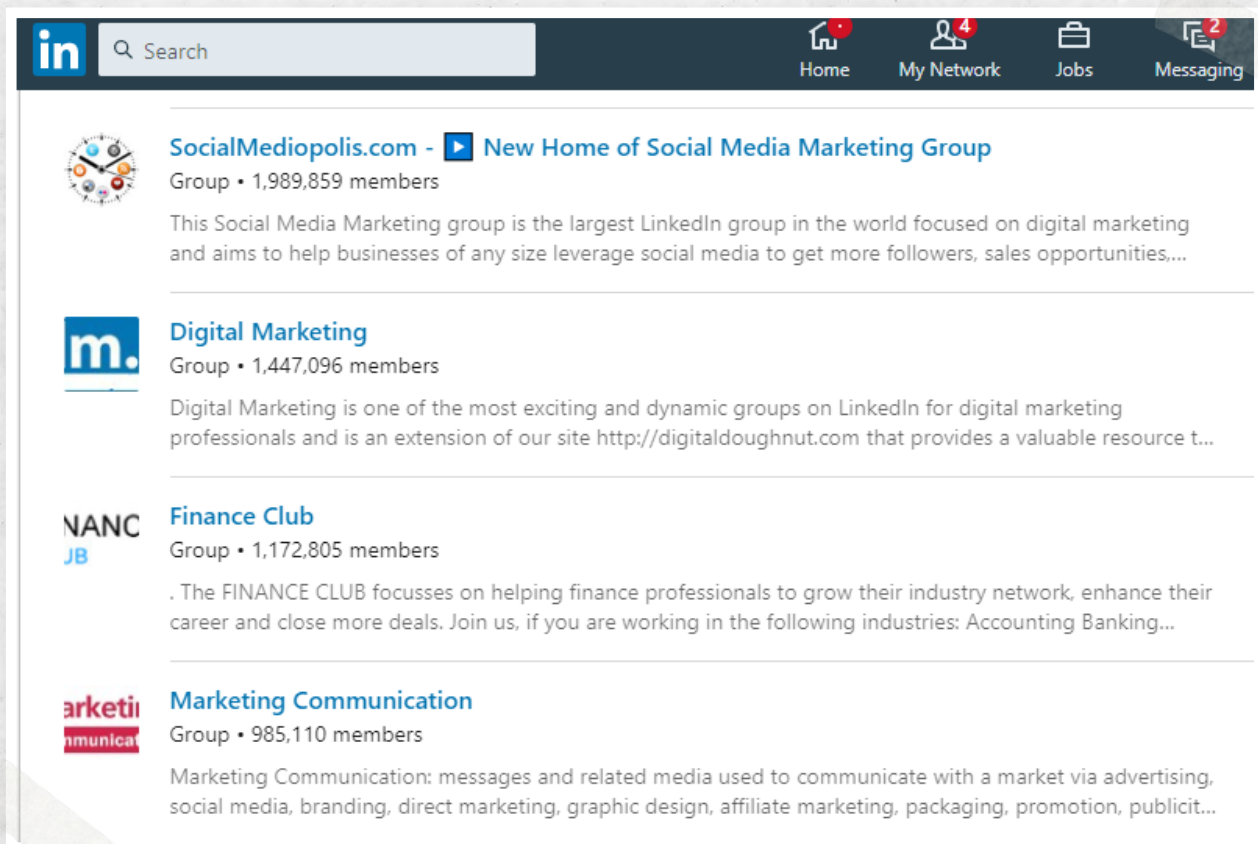
30.

Look through your offline marketing materials for content ideas

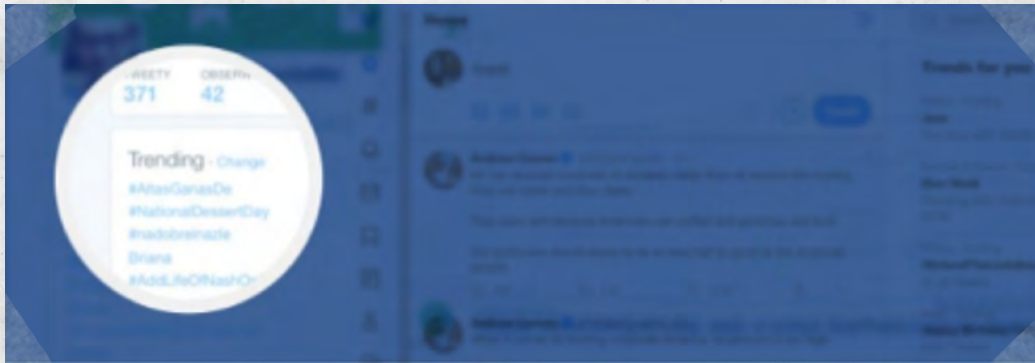
31. Visit **Quora** to find questions you can answer.



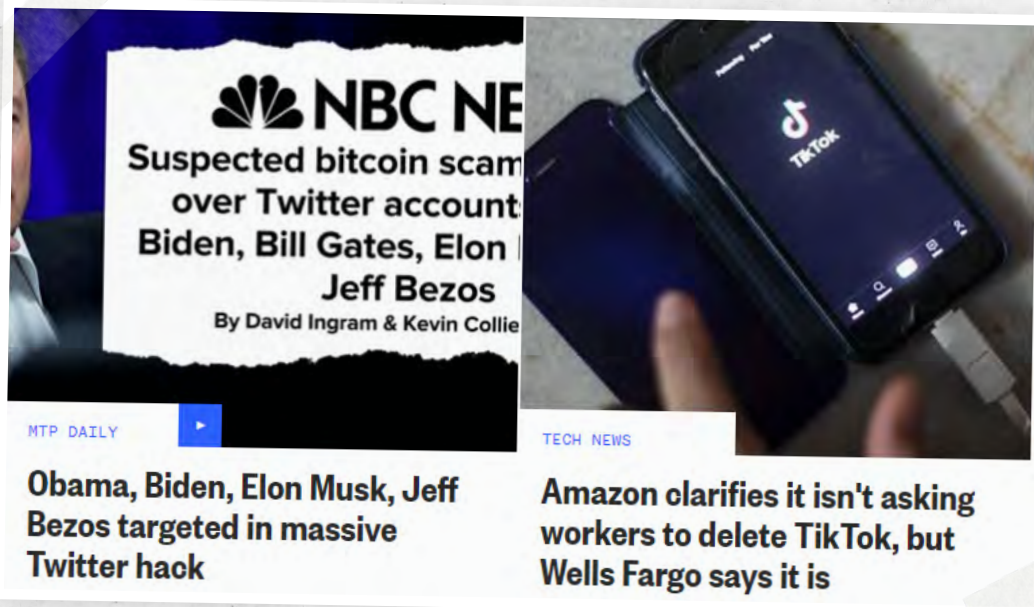
32. Visit a LinkedIn group to find out what people in your industry are talking about.



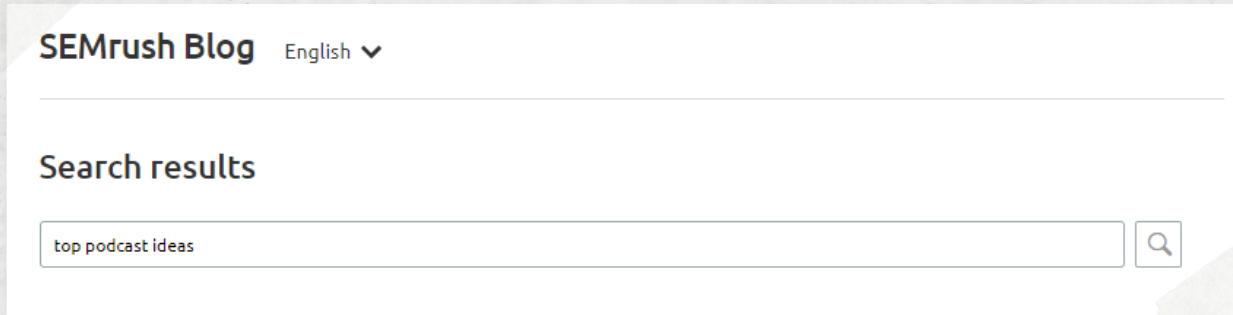
33. Check out the trending topics in your Twitter sidebar.



34. See what's happening the news: Write about a current news story as it relates to your niche.



35. Visit [Mind The Book](#) to find questions that will trigger content ideas.



36. Take a brisk walk and see what ideas come to mind!



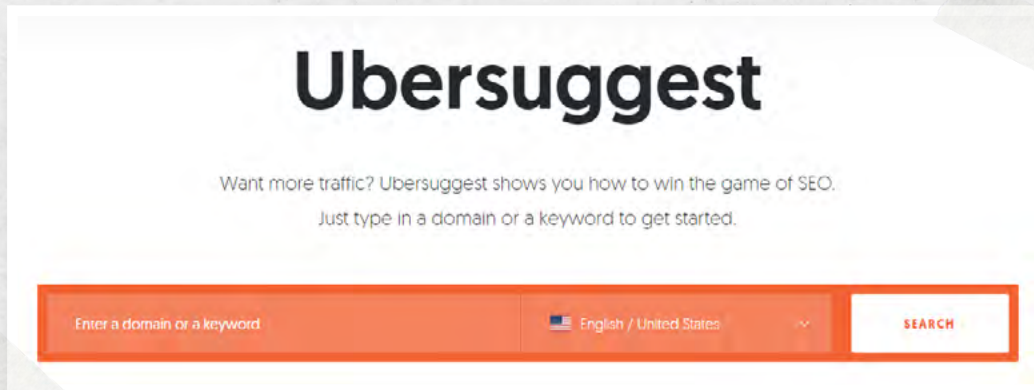
37.



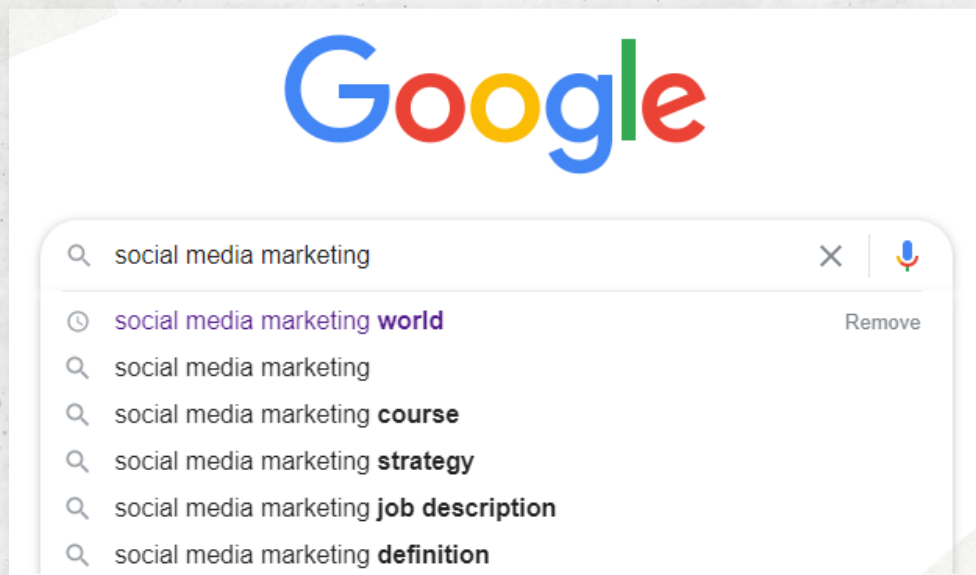
38. Spend 10 uninterrupted minutes with a pen and paper brainstorming possible content ideas.



39. Use **Ubersuggest** to find keywords suggestions and variations based on a particular topic.



40. Use Google auto-complete to find popular content ideas.



41. Attempt to answer a question that you've always wanted to know the answer to!

Q: What's my next post about?

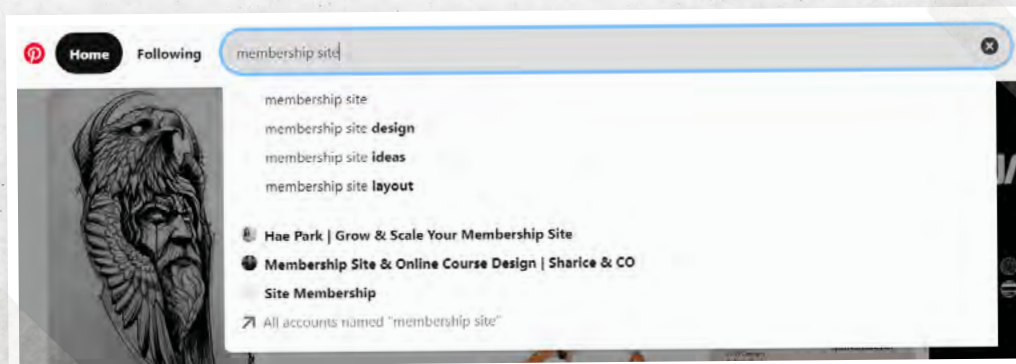
A: Answer a question that you've always wanted to know the answer to!

42. Visit a competing blog and look for a list of their most popular posts (you can often find such a list in the sidebar). Use this as a starting point for your own post.

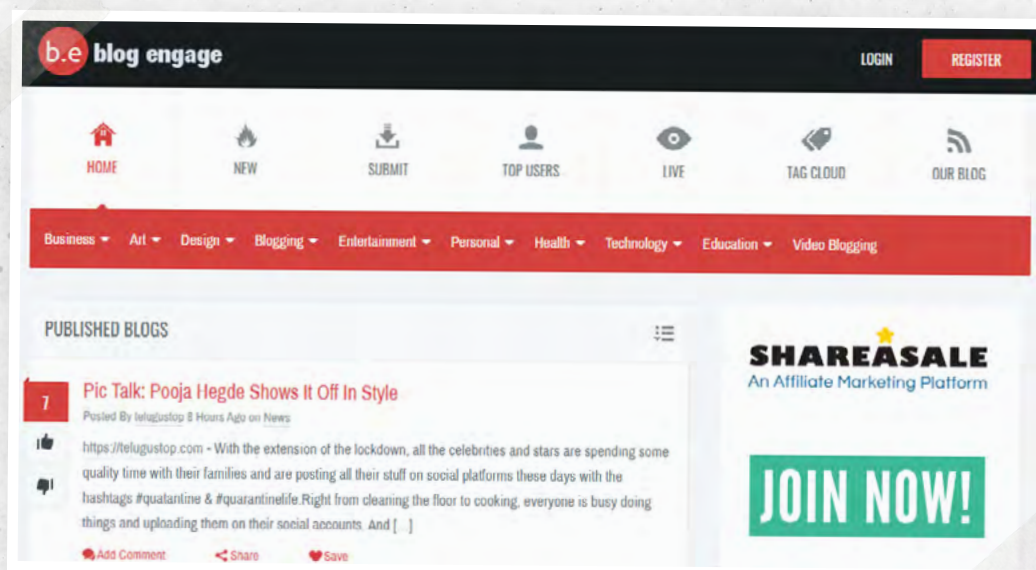
Most popular

1. [Content Marketing Glossary - 100+ Definitions Explained in Plain English](#)
2. [7 Effortless Ways to Convert Your Blog Posts to Other Formats](#)
3. [Content Repurposing Success Story: Artisan's Road from 200-Views Blog Posts to 13,700-Views SlideShare Presentation](#)
4. [Starting a Company YouTube Channel? Read This Guide](#)
5. [Shopping in English for Non-](#)

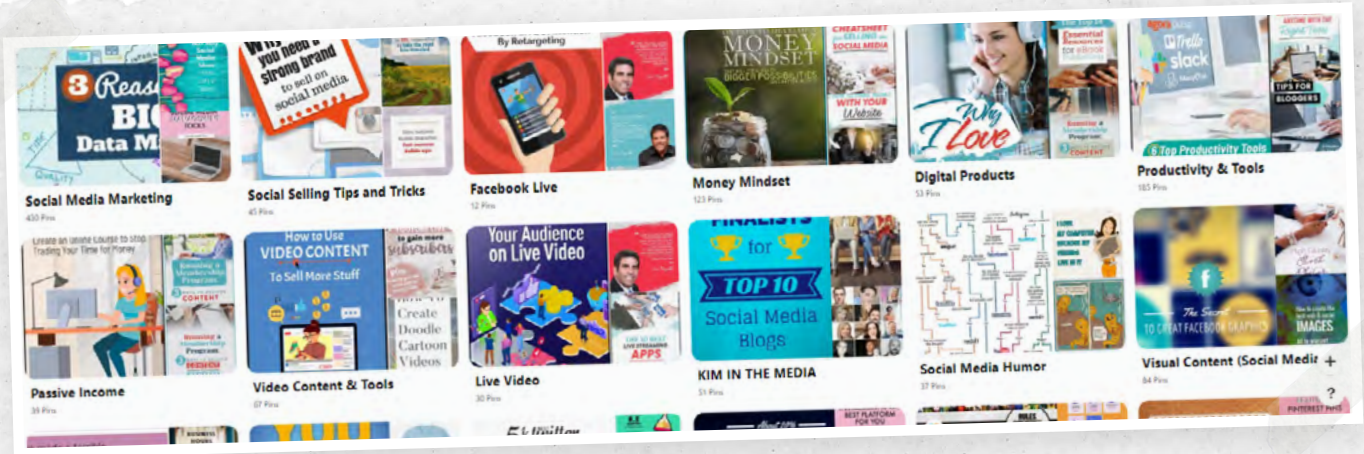
43. Start typing a keyword into Pinterest's search box to find popular searches (it will automatically populate the search box with the most popular searches starting with the letters you type in).



44. Visit **Blog Engage** to find popular topics that bloggers in your niche are writing about.



45. Browse through Pinterest to find popular images that inspire your own content ideas.



46. Scour your social media accounts and blog comments and compile a list of FAQ's you can answer in a blog post.



47. Leaf through an industry magazine to see what inspires you.



48.

Ask your social media moderators for content ideas based on what they see every single day

49. Use a plugin like **CommentLuv** on your WordPress site to see what your commenters have been blogging about.



50. Use WordStream's **Free Keyword Niche Finder** tool to find popular subtopics based on a general keyword search.

