

THE ULTIMATE LIST OF BLOG POST IDEAS



BE USEFUL

These useful blog post ideas will establish you and your business as the authority in your niche, as well as help out your audience.

LIST POST

List Posts are everywhere, and for good reason... they flat out work.

Create a list of books, tools, resources, or any other thing that your market will find useful.

HOW-TO POST

The How-To Post is another staple blog post idea.

Describe how to execute a process and use images, video, or audio to enrich the post and make it as easy as possible for your visitor to take action.

CASE STUDY POST

The term "case study" carries more perceived value than the term article, blog post, or video.

Outline and unpack the details of something like a project, event, or process.

PROBLEM/ SOLUTION POST

This type of post has an easy format:

- Define a problem
- Present the solution

This post can cross over into the territory of other blog post types such as the FAQ Post, How-To Post, or Checklist Post.

FAQ POST

If you get repeat questions from customers, there is a good chance they are typing these same questions into Google and other search engines.

Make a post that answers some of them.

RESEARCH POST

Conducting your own primary research around a topic in your niche is one of the best ways to build blog content that gets attention and boosts your authority.

CHECKLIST POST

If the content you are delivering can be broken into a "checklist" it will often perform better.

People like the checklist format because it's easy to digest and take action when the content is itemized in this way.

ULTIMATE GUIDE POST

The Ultimate Guide Post is just what it sounds like—a detailed, comprehensive post on a topic in your niche.

Don't skip here—take your time and deliver a definitive post on the topic.

DEFINITION POST

In niches where there may be confusing terms or ideas, the Definition Post is an absolute must.

Consider creating a series of posts that define aspects of your niche.

SERIES POST

Look for opportunities to break a topic into a series that can be released over the course of a week or month.

Link these articles together as you publish them.

STATS POST

This post (like the Research Post) works best when you can use statistics that you have produced.

That said, consider curating and pulling together stats from multiple locations to create a good statistics post.

PILLAR POST

Create a Pillar Post with evergreen content that is core to what your company is based on. Then you can send internal links and backlinks to this creates a consistent source of traffic for your business.

TIP: You can have more than one Pillar Post.

VIDEO REVIEW POST

With a Video Review Post, just review a video that is related to your audience.

You can either review the video as a whole or take screenshots, add text explanations, and embed the video onto your post.

TIPS POST

For an easy way to create really useful content, compile a list of tips for your audience.

These can be tips on how to do something better, tips for getting a good deal, or any other subject relevant to your audience.

SAQ POST

The Should Ask Question Post is a variation of the FAQ Post. These are questions that customers or prospects don't ask—but they should.

TOOLS POST

Like the Tips Post, this is an easy way to stay useful. Compile a list of tools that may help your customer with a given task. You can rate or rank them, or just list them off.



BE HUMAN

Many customers like to feel like they know companies on a personal level. Show your human side to create trust and connection with your audience.

INSPIRATIONAL POST

Some of the most effective content on the web is neither informational or entertaining—it simply inspires.

This kind of post can work well as a Story Post, Profile Post, or Quote Post.

HOLIDAY POST

Some blogs go dormant on popular holidays, while others use the opportunity to deliver well-wishes to their audience and display their humanity.

GUARD-DOWN POST

When a content creator lets their guard down by delivering a deeply personal experience that the audience can relate to, the audience will feel more connected to you and your company.

BEHIND THE SCENES POST

If you have a loyal following, they will want to see what goes on behind the scenes of the content that you create.

OFF-TOPIC POST

This can be risky, but if you have a loyal following that has become accustomed to you covering a specific set of topics—this kind of post can shock them and receive a great response.

RANT POST

The Rant Post shows your human side by revealing your passion and anger about a topic that is relevant to your audience.

It's not for everyone, but the right blog of the right audience will respond well to a rant.

HOME RUNS POST

It's human to celebrate when things go well. Share your company's home runs in a blog post so your audience can see what you are doing that is working well. This works well as a yearly reflection, or an event wrap-up.

BLOOPERS/MESS-UPS POST

Just like it's human to celebrate, it is just as human to mess up. This post can be a video blooper reel, or a reflection post on mistakes your company has made.

Showing your customers that you mess up will help them see you as human, and they will feel more connected to you.

BE GENEROUS

One of the easiest ways to grow your blog is to be generous by promoting other people. When you promote others, they will promote you.

PROFILE POST

Write a profile of an influential person in your niche.

Be sure to notify them via email, phone call, or social media that you have profiled them—this way they will have an opportunity to share it.

CROWDSOURCED POST

Bring multiple experts or influencers together to answer a single question in short form.

When you get even 10 sources to give you 100 words each on a given topic, you've got a powerful blog post.

INTERVIEW POST

It's surprising how willing even the most influential people are to give you an interview—even if you have a small audience on your blog.

Remember that an easy way for an influencer to give you an interview is through audio—all they have to do is call you and start talking.

LINK ROUNDUP POST

Curate, link to, and provide a description of multiple pieces of content that your audience will find valuable.

This type of post can work well as a series.

QUOTE POST

People love quotes from influential people. Pull together quotes from multiple influencers across a specific topic to create a Quote Post.

Again, if applicable, be sure to notify those you quote or include backlinks to their site.

BEST OF THE WEB POST

The Best of the Web Post often includes content, tools, and other resources that you have curated, linked to, and described.

PICK OF THE WEEK POST

This is a popular type of series and is usually a relatively short blog post that describes a single piece of content, tool, or other resource that you link out to, which your audience will find interesting or useful.

PEOPLE TO FOLLOW POST

Curate a list of influential people, describe them, and provide links for your audience to connect with them through their website, social media channels, events, books, etc.

CONTENT AGGREGATOR

This is a hybrid form of the List Post that uses other people's content.

Find the most socially viral content on a given topic and aggregate it into one post.

COMPANY UPDATE POST

Use your blog to let your customers and prospects know of new employee hires, acquisitions, or major contracts.

PRESENTATION POST

Publish presentations given by employees that contain interesting and valuable content for your audience.

You can include a video or recording along with the blog copy.

BEST-OF POST

Create a blog post that pulls together the most popular blog posts you have published over a period of time.

YEAR-IN-REVIEW POST

You can showcase all the things your company has done or made during the year in this reflection post. It not only serves to show your current customers what you have done, but can give prospects a snapshot of who you are.

PRODUCT UPDATE POST

If you have rabid fans of your products and services, you might be surprised at how well a post on new product/new feature announcements will do on your blog.

PRODUCT TIPS POST

This post type is both promotional and useful, and it's very powerful for the right blog.

Create content that helps your customers be more successful with your product or service.

BE PROMOTIONAL

Some organizations use their blogs in a promotional way. This can work very well for the right company.

COMPARISON POST

Create a post that compares the features and benefits of your product to competitive solutions (or other versions of your product).

For best results and to build trust, include some cases where your product IS NOT the best solution.

PROJECT SHOWCASE POST

Use your blog to outline a specific project you or your organization is working on currently or has completed.

Show the process and share results if possible.

INCOME REPORT POST

Open the books and show your audience a breakdown of the money you and your organization are making.

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BE CONTROVERSIAL

You can get a lot of action on controversial posts—just make sure it fits with your brand.

WHAT IF POST

This type of blog post speculates on what would happen if...

The success of this type of post rests on your ability to choose a "what if" that is interesting and debatable.

DEBATE POST

Use your blog to present one side of a debatable argument, or you can find someone that disagrees with you and present both sides in the same post.

ATTACK POST

Be careful with this one... but picking a fight with the right person/organization/ event, etc. will force your audience to choose sides and draw lots of attention.

This type of post, when done right, will create enemies of some and die-hard fans of others.

PREDICTION POST

If you take a debatable and speculative approach, a prediction post can get a great response.

This can serve well as a post for the new year, or for changes in an industry.

REACTION POST

Use your blog to react to content created by someone else.

For example, the content might be a blog post, book, or presentation.

EMBED REACTOR

Find an embeddable video (think YouTube), Slideshare presentation, or infographic (check out visually). Aim for content that is already popular.

Embed it in your blog post and post your reaction underneath. Create a title that is a variation of the resource you are embedding.

BE ENTERTAINING

Creating entertaining content can be difficult, but if you can make it work, it can be a very effective type of blog post.

STORY POST

Create content that tells a story that would be entertaining to your market.

Some blogs only produce this type of content, and others create a series around this type of blog post.

SATIRE POST

Be humorous through the use of irony or extreme exaggeration.

This kind of post works well where there are timely issues such as politics or sports.

CARTOON POST

This type of post works well as a series.

Create weekly or monthly cartoon posts that make your audience laugh and think about issues and events in your niche.

MEME POST

Memes are humorous pieces of content that spread virally across the web.

Create your own memes or pull together a curated set of memes from across the web.

PARODY POST

Create a post that imitates a well-known person or media property in your niche. Be sure to exaggerate their strengths and shortcomings in your content.



BE TIMELY

It takes a commitment to stay timely in some niches, but timely information is among the most effective blog content you can create.

REVIEW POST

Review a product, event, or anything else you have access to while it is newsworthy.

For best results, be as honest as possible in your review rather than painting everything you review in a positive light.

SURVEY POST

Choose a newsworthy/trending topic and survey your audience about it using email, social media, or in-person events.

Then, pull the results together into a blog post.

NEWS POST

Look to create content on your blog about events as they are happening.

You don't need to "break" the story, but for the best results, be sure to add a perspective that your audience will find valuable or entertaining.

TREND POST

Some content creators are able to predict trends as they are happening.

If you're a trendspotter, create content on your blog that rides that trend as it becomes popular.

ISSUE POST

Choose issues that affect your audience and create content about them while they are timely and relevant.

TAKEAWAYS POST

For the Takeaways Post, you will react to an event, presentation, or experience, and list out your top takeaways from it.

This should be done soon after the event to remain timely.



BE ENGAGING

While engagement isn't necessarily the end goal, it pays to create an engaged audience on your blog.

QUESTION POST

Curate and answer questions your audience asks in social media, on forums, or in the comments section of your blog.

ANSWER POST

The Answer Post is the sister of the Question Post.

In this post type, you will simply ask a question and allow your audience to answer it in your comments section. This type of post is generally very short, allowing your audience to create the bulk of the content.

CHALLENGE POST

Use a blog post to pose a challenge to your audience.

This post can work well as a series of updates that feature audience members who are participating in the challenge.

CUSTOMER SHOWCASE POST

This blog post type is partly promotional, but also builds engagement.

Use your blog to feature a customer or a project you have worked on with the customer.

FREEBIE POST

Use a blog post to allow your audience to get access to a relevant giveaway.

CONTEST POST

Announce a contest on your blog.

This post can work well as a series as well with updates featuring the contest results.