



ACTIVITY

Blog topics for your **business**

WE'VE DONE THE HARD WORK FOR YOU!





Writing blogs can be HARD, especially when you don't know where to start. We have a couple of themes or subject ideas we like to follow which allows us to choose topics a whole lot easier!

By following our top 10 favourite blog themes, you will never run out of ideas and can post blogs regularly. Constantly updating content on your site will make you look very favourable in Google's eyes... You have something important and relevant to say!

If you find you are still struggling to produce consistent blogs on your website, don't fret, this is where we can jump in and help! We offer our 'Content Care Package' to people who are in the exact same boat as you, and the best part? All of your blogs will be SEO optimised and uploaded to your site for you, an absolute win in our books!

Find out morning information on our ['Content Care Package'](#) here, we can't wait to become your blogging partner.



Blog Topics You Can Use

01 A team member profile

There's nothing more engaging to your audience than finding out more about the faces behind your company and who they are actually working alongside or buying from. A team member profile can range to a new recruit, a win for the team member or just a 'get to know me' piece. Adding some human touch to your service or product makes your business even more relatable and appealing.

[EXAMPLE](#)

02 A 'How to' using one of your services or products

Not only is this a great theme for SEO purposes, these 'how to' resources can be shared with your clients to allow them to better understand your products and services and make the most of them. You also seem like the go-to authority in your space.

The other outcome is they get so overwhelmed that they pick up the phone and ask you for help!

[EXAMPLE](#)

03 Five Industry trends happening right now

To be known as an industry leader in your chosen field, you need to ensure your finger is on the pulse at all times, this includes knowing the industry trends happening at any point in time!

[EXAMPLE](#)



Blog Topics You Can Use

04 A checklist

Of all our top themes, this is probably one of the quickest and easiest to produce a blog for. These checklists can be very basic or super in depth, just make sure they are relevant to your target audience!

[EXAMPLE](#)

05 Highlighting a change within your product or services

Keep your clients and potential prospects up to date with new services or products you are offering. There is no point having these new offerings if no one knows they exist! A blog is a great way to delve into more detail around why this change or addition came about and how and who it will help.

[EXAMPLE](#)

06 Case Study

Before engaging with any product or service, your customers will research as much as they can by looking through your resources and most importantly, testimonials and reviews. Case studies are the perfect way to showcase the work you do and feature a very happy client and act as critical social proof.

[EXAMPLE](#)



Blog Topics You Can Use

07 A Celebration or Event

We all love to celebrate a big win, an event or a special moment! Why not share this on your website where others can celebrate with you? It also teaches people to be on the lookout for the cool stuff that you do in the future!

[EXAMPLE](#)

08 Writing to a specific keyword

Speaking to the SEO Gods can be tough, but using keywords can take you steps above the rest. We love using the platform SEMRush to research keywords and terms users are searching, this then sets the tone and topic for our blog posts.

[EXAMPLE](#)

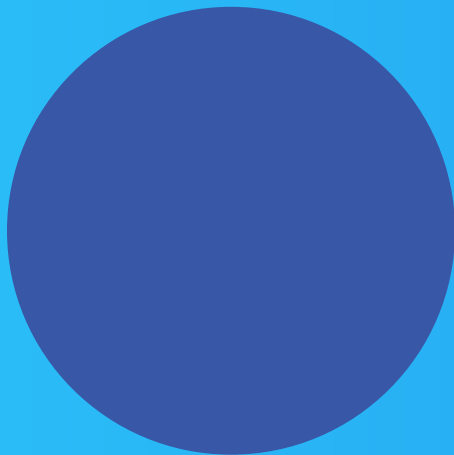
09 Writing a blog to promote a video or resource

A lot of time and effort can go into hosting webinars, recording podcasts, or simply collating relevant and helpful resources. Why not share these through a blog post which features an overview of the resource and links to this for people to find out more? Repurpose content you already have!

[EXAMPLE](#)

**Blog Topics You Can Use****10 FAQ's**

Everytime you are asked a question, pop it down on a post-it note or in an online doc and create a blog post answering all of the questions you are asked (who knows, you may be able to generate multiple blogs!). In most cases, if you are being asked this question frequently, users will be searching this in google as well. Let's go S-E-O!

EXAMPLE**ACTIVITY COMPLETED****Well done!**

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