

# 16 Blog Content Ideas to Keep You Blogging

*by Brandon Cornett*

Where do blog ideas come from, and how can you create a steady stream of them to keep you going through 2009. Here are ways to generate more blogging ideas than you'll ever need.

1. Set up a Google Alert for several key phrases related to your industry. Each day, or once a week, Google will send you an email with new web pages related to that phrase (press releases, news articles, blog posts, etc.). It's an automated stream of blog ideas to keep you going!
2. Set up an RSS reader to keep tabs on some of your favorite blogs. Google has a free one you can use. Once you have a reader set up, start adding the RSS feeds of blogs in your industry or niche. When those bloggers publish new content, your RSS reader will self-update automatically. It's another easy way to create an automated stream of blog ideas to fuel your writing efforts.
3. Make a list of products and services that you offer, or those offered by your industry as a whole. Each one of those could be a blog topic, or even a series of blog posts.
4. Re-purpose your print materials. If you have brochures, flyers, fact sheets and other sources of information about your business, why not turn that into online content? If you have a lot of those materials, you could probably spin dozens of blogging ideas out of them. Also, by putting your offline content online, you're making it visible to a whole new audience — search engines and the people who use them.
5. Make a list of ten ways your products or services can help your customers. If you can't come up with such a list, you need to go back to the product drawing board! But if you can create a list of benefits, then you can easily convert them into blog topics. The same goes for the features of your products / services.
6. Make a list of 21 frequently asked questions relating to your products or services. You've just created a list of 21 blogging ideas at the same time.
7. Round up your team and have a brainstorming session for blog content ideas and topics. Better yet, appoint some additional authors to help you create content. You'd be surprised how many "closet bloggers" are just waiting to get out.
8. Do you subscribe to some kind of industry publication, such as magazines, journals or newsletters? Those will be full of potential blog topics you can cover. And if you're writing about hot topics, you can even capitalize on the Internet activity fueled by those journals. Nothing drives Internet search patterns like the media! Blogging about popular and timely topics is a great way to increase your web traffic.

9. Tap into your website analytics to see how people are finding your website or blog. It should give you a list of keywords they were searching when they found your site. These are excellent blog ideas, in addition to being a good form of online market research.
10. Recycle your email content to create blog entries from it. If you're like most modern business owners, you probably do a lot of emailing. Much of this can be re-purposed as blog entry material, especially any Q&A emails about your business.
11. Add a small box / form to the sidebar area of your blog, where your visitors can type in their questions. They click the "send" button and the question is sent to you by email. You can answer their question right on the blog. You'll never be strapped for blog entry ideas if people keep asking question about your business / products / services.
12. Use a keyword research tool like the one offered by Google to identify a list of key phrases related to your business. That's how I came up with the idea for this article. I saw that people were looking for blog entry ideas through the search engines ... so I gave them some! Why rack your brain to get inside the heads of your audience, when you can find out exactly what they're researching?
13. Create a series of entries on some kind of theme related to your business. Top 10 reasons to [blank] ... 15 steps to better [blank] ... 21 things you should know about [blank]. Each item in the series is a separate post. You get the idea. This is also the type of blog entry that gets linked to a lot from other bloggers, which sends extra traffic your way!
14. Do you have colleagues who are enthusiastic about blogging? Invite them to be guest authors on your blog. You could even set them up as a regular contributor. Most blog programs have some kind of "Add an Author" feature for this very purpose. They get extra exposure. You get extra blog content.
15. Conduct an interview in Q&A format on your blog. Talk to experts in some field that's related to your business. Invite them to do an online interview and email the questions to them. When you get their answers back, publish the whole thing onto your blog.
16. Do you know of any web forums related to your business? If so, visit those forums and see which topics of discussion seem to be the most popular.

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### **About the Author**

Brandon Cornett offers blogging advice to business owners. Check out the author's website for hundreds of tips on business blogging, online marketing, search engine optimization and more: [www.ceoblogwatch.com](http://www.ceoblogwatch.com)