



# 25 Content Ideas for Your Blog

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Use this handy guide for inspiration when you run out of ideas to post on your business blog.

I've included content ideas for every part of the buyer's journey, which is in content marketing terms:

- 1. Awareness of a problem or need**
- 2. Actively researching solutions to that 'pain'**
- 3. Making the decision to buy**

Use your blog posts to inform and educate visitors to your site, no matter where they happen to be on that journey.

And don't forget to leverage your posts through social media to reach your audience where they are most likely to hang out.

Even the best-written posts fail to serve your business and bring in clients if no-one reads them.

Remember, you don't have to be everywhere on social media, but you do have to be somewhere.

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- 1. Write a case study** about how you went above and beyond to help a client. Or make it more general – how you've helped clients. Showcase a recent project you're particularly proud of.
- 2. How have trends have changed in your industry?** Talk about recent changes and how things used to be done. How will the new changes improve things for your customers?
- 3. Take a few questions that keep coming up** and answer them in the form of a blog post. This is a post you can regularly update. You can either do this as a frequently asked questions (FAQ) post or take one question and answer it at length. An expert answer opens up the possibility of being a featured snippet in Google search results.
- 4. Announce a company update** in the form of a blog post. Let visitors to your site know what's going on in your business, the changes you are making and goals for your business in the coming year.

**5. Give 10 reasons why people should buy from you.** Explain areas where you excel in your field. Bring in awards, testimonials and feedback. Avoid being vague with phrases such as: “We offer excellent customer service”; be specific about times when you have gone above and beyond.

**6. Think of a popular topic or TV show which you could use as the basis for a survey.** For example, let’s suppose you run a cake decorating company. You could compile a survey asking how The Great British Bake Off has affected people’s attitude to home baking. Not only can you turn those answers into a blog post, but they also provide valuable insight into customers’ tastes and needs.

**7. Have a ‘day in the life’** of your business post. Let people know what goes on behind the scenes in the day-to-day running of your business. This works even if your business consists of just a tiny team of one.

**8. Tap into your followers** on your preferred social media channel. Ask a question and turn the answers into a blog post. Let people know that the post will be framed around their answers but you won't be naming names.

**9. Pull in some articles relevant to your industry** from trusted sources around the web, and write a small piece about each one. Make sure you include links to the various articles, as outbound links to trusted sources give your article weight. It shows you've done your research. Google rewards well-written, authoritative content in its search rankings.

**10. Want to put a human face on your business?** Write a post about each member of your team, what they do in the business and how they typically go above and beyond to help your customers. If you have a company pet think give them their own post. Make it funny by writing from the dog, cat or parrot's point of view.

**11. Without giving away any of your business secrets,** treat visitors to a ‘How-to’ guide. Write a step-by-step guide in the area of your expertise. It could be about, for example, writing a blog post, baking a perfect loaf or how to make a simple body scrub. Anything that fits in with what you do.

**12. Another Q&A post that would really benefit your customers is a** “Should Always Ask” piece. Think of questions people often omit to ask when buying a product or service in your particular field. Providing answers to pertinent questions your customers might have overlooked helps build trust.

**13. Book reviews and recommendations** make a great post. Here’s an example: I stumbled upon the Just a Pack website compiled by a couple from New York who live out of their backpacks. I was enthralled by their list of **10 Books That Inspired Us to Travel the World**. Write a post based on books that would appeal to visitors to your website

**14. Sometimes it's easier to say what you want to say in visual form.** If the topic you want to blog about lends itself to a graphic, then you can easily put one together using the many templates and resources on **Canva**. Use this resource to create an infographic. It's much easier than you think.

**15. What tools of the trade do you use in your business?** Do a round-up of a few you love. It doesn't have to be physical tools such as spanners, spatulas and scissors. It could apply equally to a range of resources you find useful in your work, such as books, websites, software, or YouTube videos.

**17. Referrals.** This is a tricky one, but one that could work very well in your favour and help to promote trust in your business. Explain the circumstances under which you would refer a customer to someone else rather than take on the work yourself. There are many reasons why you would pass on a job. List a few and gain points for honesty and integrity.

**16. Does your business sponsor a local charity,** junior football club or other good cause? Do you take part in community events, such as country shows, farmers markets or street fairs? Write a post about the most recent event you attended on behalf of your business.

**18. Keep an eye out for awareness days** that directly affect your industry. Use them to bolster what you do. Are you a local law firm? Look out for World Day for international Justice. Or maybe, you run a small garden centre. Tie this up to National Allotment Week. For more ideas pertinent to your business, have a look at the website **Awareness Days UK**

**19. Make a video of your team** introducing themselves and their role in the business. Rehearse though, rather than launch straight into it, as some people can be a little camera shy. You want to appear professional but also approachable. Check out YouTube for ways to make video using your smartphone.

**20. Ask a local celebrity or personality connected** with your field of work to contribute a post, or interview them yourself. For example, if your business is proofreading, ask a local novelist to talk about the structure of their day. If you run a café, ask an independent coffee roaster for a guide on beans, blends and flavours. There's quite a bit of mileage in this idea if you're prepared to be creative.

**21. Respond to a news item that affects your industry.** Let your customers know how this will impact on your service to them and, if applicable, what you can do to put things right.

**22. Are you about to introduce a new service, product or skill?**

Whip up excitement about the new development with a pre-piece before the launch, explaining why you are doing it and what the benefits are for your customers.

**23. Your business story is both unique and fascinating.** If you've been in business for a long time, you could tell your story across a series of posts. How did you start the business, what inspires you to keep going. Include some 'then and now' images of the premises and the staff.

**24. Flag up your company's green and ethical principles.** Let visitors to your website know how you go above and beyond to implement environmentally friendly standards. This could make the difference between gaining and losing a potential customer.

**25. Describe a time when something went wrong** and how you fixed it. Running a business is not always a smooth ride. Things can go wrong, and when they do it's comforting to your customers to know you have the wherewithal to put it right. Show what you're made of and soon you'll be turning visitors into customers.

## ABOUT ANNE

Anne is a professional copy-editor, content editor and proofreader.

She is now running her own editorial business after nearly three decades as a newspaper and magazine editor and sub-editor.

Anne's main areas of expertise are: Fiction and non-fiction editing and proofreading; editing online content, especially blog posts; general proofreading.



Anne has received Inbound Marketing certification from Hubspot and uses these skills to produce concise, clutter-free content for clients' websites.

As well as in-house courses while working for Westminster Press (editing) and Archant (Adobe InDesign), Anne has completed the following courses:

Fiction editing – The Publishing Training Centre (PTC)

Proofreading 3 (Progress) – The Society for Editors and Proofreaders (SfEP)

