

Content Marketing
 UNLOCKED

NEILPATEL

Content Steps

How To **Grow Your Traffic With**
Content Marketing

Content Steps

Brainstorming Topics

First you'll have to brainstorm topics. We suggest to write 5 potential topics down. In addition to brainstorming you can also use tools like Ubersuggest to come up with ideas. Keep in mind none of these topics have to be final, you can always come up with something better later, but getting started on something is key.

Write 5 topic ideas down from a brainstorming session.

A Simple Google Search

Another handy trick is to google your niche/field of expertise and search for blogs/topics or content that way.

Let's say you want to find content about surfing then you can google "surfing blog". You'll find a lot of potential topics to get inspired by.

Write down 5 topics that you find from a google search.

Ubersuggest

Enter your competition into Ubersuggest and see what kind of content they are producing, anything interesting? Write It down, search as many competitors as possible and write 5 extra topics to write about below.

Collecting all the topics thus far

Now we should have around 15 topics roughly, if you don't exactly have 15 then no worries that's fine as well. Paste all your topics below here and we'll have a nice organized list.

Seeing what topics would work for your niche

An easy way to check whether a topic would work is to see if you could make a list of items for this topic. For example, list of different surf boards. If there's a lot of different options then it's most likely a good topic to write about. People love lists and seeing all