

Content Brainstorm

The types of content you will create depend on the goals you have for your blog. This brainstorm exercise aims to give you ideas for blog posts based on your goals. This will also give you a sense of how much time is going to be required to write a successful blog.

Rate, on a scale of 1 to 5, the extent to which your blog aims to accomplish the following:

Deepen engagement with your network/supporters: []

Establish authority on specific topics : []

Tell your story in an engaging way : []

Increase traffic to your website : []

Have your website show up on search engines : []

Pick the top two goals of your blog. Then brainstorm two or more titles for blog posts that you could write for your blog in the following categories.

IF YOUR GOAL IS TO DEEPEN ENGAGEMENT:

More original than referential, personality is important, with a mix of evergreen and deciduous.

Latest news posts:

Review and profile :

Challenge posts:

IF YOUR GOAL IS TO ESTABLISH AUTHORITY ON A TOPIC:

More focus on original, more evergreen than deciduous

Latest news posts:

Review posts :

Instructional posts:

IF YOUR GOAL IS TO TELL YOUR STORY IN AN ENGAGING WAY:

Original and personal are important, mix of evergreen and deciduous

Latest news posts:

Review posts :

Instructional posts:

Profile posts:

IF YOUR GOAL IS TO INCREASE TRAFFIC TO YOUR WEBSITE:

Mix of evergreen and deciduous, personality is still important

Link posts:

Review posts :

Instructional posts:

IF YOUR GOAL IS TO HAVE YOUR WEBSITE SHOW UP IN SEARCH ENGINES:

Personality less important than generating links, mix of evergreen and deciduous

Links posts:

List formatted posts :

Latest news posts :