

HOW TO

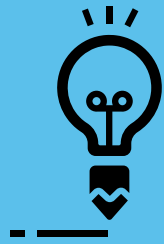
GENERATE CONTENT IDEAS FOR ONE YEAR AHEAD

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H-educate

PREFACE



In today's world, content plays an important role in any business without a doubt. You must create content that aligns with your goals. And you need to be consistent in it.

But sometimes, things rush and you run out of ideas. The solution? Create content ideas for at least one year ahead. This way, you're only focused on creating awesome content, rather than just thinking about it.

This little ebook by H-Educate will help you learn how to generate content ideas for your blog or website one year ahead.

Sounds great? Let's get started :)



How to Generate Content Ideas for One Year Ahead



Generating content ideas may require a lot of effort at the start. But after you plan out your content for an entire year, you don't have to worry about it again.

1. Brainstorm Content Topics Within Your Organization

Organize brainstorming sessions and note every idea regardless of how ridiculous it seems.

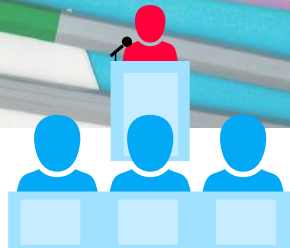
This is how you do it correctly:



- Note every idea thrown by your team members
- Help them generate as many ideas as possible
- But stay focused on your niche or theme
- Break up the bigger groups into smaller ones
- Include people who have little to no idea of what your business is about.



2. Listen to Your Audience



Start adding value to your audience, and they'll respond. Listen to them always. Pay attention to their responses. And you'll get to know what you need to do to grow your business.

For that, you need to:

- Ensure the right solution to their problems
- Think of the correct content formats for your audience
- Understand your audience by making buyer's persona
- Encourage them to share their ideas (Create a survey asking what they want to learn)

And that's just it! I have a special section on H-educate where anyone can share the idea. And I create content around it after doing the research.

This way, you don't target just about everyone but a specific segment of your audience. That's called super-targeting, which is extremely valuable for any business.

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3. Explore General Forums and Communities like Quora & Reddit

- One great way to generate content topics is to explore general forums and online communities.

Sites like Quora and Reddit are filled with passionate people who love to talk about a wide range of topics.



By spending some time browsing these sites, you can quickly develop a long list of potential content ideas.



- Search for relevant spaces.
- Join them and see what people are sharing.
- Explore the relevant questions and answers.
- Make comments and ask for feedback for different content formats and types as well.



4. Dive Into Social Media

Social media is all about people and their interests. Your audience is surely there too. All you need is to find them and see what they're talking about.

- Explore hashtags related to your niche on Twitter, Facebook, and other social media.
- Look at questions people ask in Facebook groups, Quora spaces, and more.
- See what your competitors are doing on social media and act accordingly.



Social media helps you understand what people are up to.

You can find some really good topics by attention to your audience on social media.



5. Benefit from the Power of 'Google Autosuggest'

Most content marketers know the power of Google Autosuggest. This is a great way to get hot topics that align with what you type in Google.

For example, if you type "Email marketing" in Google, you'll have these suggestions immediately:

- email marketing tools
- email marketing templates
- and email marketing jobs

And the list goes on. You can easily come up with dozens of potential blog post ideas just by doing this. Keep track of anything that looks promising.





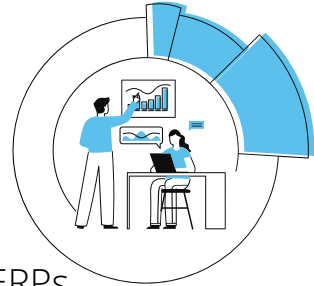
7. Research Other Bloggers in Your Niche

A quick way to generate dozens of content ideas is to explore other influencers and bloggers in your niche. See what they're talking about.

For example, researching what Neil Patel writes on his blog will surely help if you are into digital marketing.

Here's how you can do the research:

- Go to Google
- Search for the niche related blogs
- Make a list of blogs that appear in SERPs
- Read individual blogs
- And see what resonates with you



The best thing about this method is that it saves a lot of time doing keyword research. You're getting content ideas directly from your target audience.



8. Answer the Public!

Answer the public using AnswerThePublic tool. Develop your potential topics on the fly by letting you know the top questions asked by your audience. Isn't it awesome?

It's like having an idea of what people are interested in on Google Autosuggest, but more accurate and organized.



The results you get are categorized into questions, comparisons, and more. You can also export the data to a CSV file for further analysis.

However, you need to buy the subscription after three searches. That's where Questions Explorer by H-Supertools comes in handy. It's free forever!



9. Repurpose Your Content

This approach works because you already have the knowledge and expertise on the topic. All you need is to find a new medium for it to reach a new audience.

One great way to come up with content topics is to repurpose your existing content.



- How many times have you already written blog posts?
- How about turning those posts into an ebook, a webinar, or a YouTube video?

For example, I repurpose or recycle my YouTube videos into blog posts and ebooks. That's how I gear up my content marketing bucket for H-Educate.



10. Do the Keyword Research

Keyword research is the best way to generate content ideas for an entire year. Let me show you how to do it with top keyword tools.

Use Premium Tools like Ahrefs & SEMRush

- Go to Keyword Magic Tool by SEMRush or Keyword Explorer by Ahrefs.
- Type in a seed keyword about your niche.
- Hover over to 'Phrase match' in Ahrefs and 'Related Keyword' in SEMRush to have tons of content ideas.
- Use subfolders to organize your results.

Go for **Free-Forever** H-Supertools

- Go to [Keyword Research Tool](#) by H-Supertools
- Enter a primary keyword in your niche
- And click on 'Search'

You'll have tons of related keywords in seconds, along with the top keyword metrics like competition, volume, and more.