



Blogging For SEO *Checklist*



Research Prompts & Tools

coreypotter.com

01. Topic Prompts

If you are going to invest time in creating content that's going to succeed at driving traffic to your website, you need to feel excited about the subject matter. Here are the prompts I use to brainstorm topic ideas.

- What are some topics that make you excited when talking about them with friends?
- What do your friends always ask you for advice about?
- What is something you've taught someone else how to do recently (kids, spouse, parents, co-workers, clients)?
- If someone asked you to speak at a conference, what topic would you choose?
- What is something you do that isn't the way most people do it?
- What are the "this changes everything" moments in your life?
- What are some problems you've had to solve in your own life recently?

02. Research & Idea Tools

Here are the main tools I use when it comes to keyword and topic research. Some are free, some are reasonably cheap and a couple of tools are expensive but potentially worth the investment if you are seeking to create hero posts.

- **Google! (FREE)**
The ultimate research tool
- **Google Search Console (FREE)**
- **Apple Podcasts List (FREE)**
<https://www.apple.com/apple-podcasts>
- **YouTube (FREE)**
<https://youtube.com>
- **Quora (FREE)**
<https://www.quora.com>
- **Answer The Public (FREE)**
<https://answerthepublic.com>
- **Keywords Everywhere Chrome extension (FREEMIUM Cheap)**
<https://keywordseverywhere.com>
- **SEMRush (EXPENSIVE but offers one month free)**
<https://www.semrush.com>

03. Search Intents

Often the most valuable work you can do, is to try to understand what your target audience is actually trying to find out, rather than the most popular search terms. Here are my prompts for discovering search intents.

- What caused this person to perform the search (ie. what is the problem? It's often unstated)
- Did an external source cause the curiosity? (eg. watching a movie or seeing a billboard)
- Is there a better way to ask this that the searcher didn't think of (what did they really mean?)
- Is part of their question implied but not stated? (eg. 'best wedding dress' but they might mean 'best wedding dress under \$2,000')
- What is assumed about a person searching for this term? (gender, age, income level, location, owner/user of a certain product, relationship status)
- What terms did they search for before this?
- If this search didn't work, how would they refine the search?
- Why did they come to Google instead of another source?
- What kind of result are they hoping or expecting to find? (eg, opinion, review, list, location)
- How much time do they have to review the results and consume the content?(Do they want to take action now or research for later?)
- Are they looking for an expert opinion or crowd-sourced opinions (eg. reviews)
- Does the information need to come from a certain year or be fresh to be relevant?
- Are there specific entities that would be assumed to have an answer? (official sources, government or organisation)



Keen to *learn more?*

Learn how to write world-class content that ranks in search engines. My step-by-step process for creating click-worthy content, in a simple course!

[REGISTER HERE](#)