

# 30 BLOG POST IDEAS

We claim no originality for this list. It has been collated from numerous sources. Some of these ideas are better than others and all will need to be adapted to suit your personal style.

## **1. List post**

List posts are great. List post also gives you high click-through rate. You can use list post for tools, resources, to do things, checklist and so on.

You see these quite a lot in search results, eg “Twenty great ways to improve your sales”.

## **2. How to post**

How-to-post is an excellent way to describe any topic in your niche together with screen shots, images, and videos.

Our blogs are basically “how to” posts.

## **3. Case study post**

Case studies are my favourite and you must include in your content marketing strategy. Word “Case studies” weigh more than your usual articles.

A case study is simply a story – usual about success – that demonstrates the application of certain techniques. For example, you might link to a blog post and then demonstrate the techniques the originator used to make it more effective.

## **4. Ultimate guide post**

Guide post is very detailed and comprehensive post. When you post such kind of articles you need to make sure that you don’t leave any stone unturned. Make it a thorough and precise guide for higher conversions.

This is really just a more in-depth “how to” blog – but it covers all known aspects of the topic.

## **5. Interview post**

Ask any influencer or blogger who ranks a little higher than you in your niche for an interview. You will be surprised how many influencers or blog owners will agree for an interview.

So, if you know an author that is making a few more sales than you (you can identify that from the sales rankings of their books) you could ask them. They will post about the interview on social media when it goes out, attracting more readers to your blog.

## **6. Link roundup post**

Link roundup is one of the best ways to get connected with influencers or experts in your niche. You can do weekly or monthly roundups. You can take the expert views from their own blog content and put the link and description and you are ready to go but make sure you notify them of mentioned once you post it – they might share :)

## **7. Quote post**

Quotes are great. They are motivational, inspirational and people love quotes from influential people. The easiest and most effective way to create such kind of post is to put together the quotes from influencers together with tweet link. It works great.

The quotes boog is really just a niche form of the list post.

## **8. Review post**

Review a product, service, location or anything else. Be brutally honest in your reviews. Example: Brutally honest review of Chintan's Lead Is New Gold Course.

When we finally get to the end of this series of blogs, in a few weeks' time, we intend posting reviews of books by Indie authors that we have enjoyed reading.

## **9. Survey post**

Whether you want to launch a new product, new blogging site or theme – survey your audience. You can do a survey through survey blog post.

Not too sure about this one. The easiest way to do a survey is to use the tools that exist on several social media sites.

## **10. Infographic post**

Infographic is sexy and entertaining. It is also easy to consume. Infographics are a quick and funny way to learn about the topic without a ton of heavy reading.

Basically, this is just a slideshow turned into a short video.

## **11. Trend post**

Trend post is great at the beginning of the year or before any holiday season or on some type of latest trends in your niche. It looks forward to what may be to come. You can link it to your target audience's special interests.

## **12. Holiday post**

Create a post before a holiday or during a holiday. This can be advice, entertainment or your holiday route in.

This could be a short Christmas story or a feature on some aspect of the holiday, such as food.

### **13. Behind the scenes post**

Show behind the scenes of how your blogging system works or your blogging life or blog analytics or behind the scenes of your product.

This one is ideal for writers. There's so much that can be said about the process of writing a book.

### **14. Comparison post**

People love comparing things and it is a great idea to post the comparison blog post of your two different products or someone else's product; compare the feature and benefits of your product.

I'm not sure how this would work with comparing books, but it might work with comparing different marketing strategies or techniques.

### **15. Income reports post**

Show your audience the income you are making. You can show either yours or your organization's income report. It is like a financial report. This will also help you build trust with your audience.

Basically, this is just showing off and not something we intended doing, but some people might like to do that.

### **16. Company update post**

Give updates on your current business or any existing project or any future plans to your audience in the form of the blog post. It works very well.

This also works as a progress report on your latest WIP, including a discussion any problems you are suffering in writing it. Your fans will probably enjoy a blog like this.

### **17. Best of posts**

Pull out the best post of yours and sum up together to make one single blog post and present it to your audience.

Basically putting old wine in new bottles, but it's a quick way to get a blog ready if you are short of time.

### **18. Product update post**

Update your audience on your products or new feature. It can be your existing products or products you have been working on. It is always a good strategy to create excitement and anticipation among your audience.

Really just a variation on number 16, but focusing on the product rather than the wider world of writing.

### **19. Challenge post**

Take any challenge such as losing weight, getting a certain amount of traffic, subscribers and then write about the progress, tactics or any tools you have used or are using. People love to see challenges and are eagerly waiting to see your monthly progress blog post. OR you can post a challenge for your audience.

There is a lot of scope here for blogs on a variety of subjects, from writing to climbing mountains.

### **20. Contest post**

One of the evergreen ways to engage people is putting together a nice and impactful contest post. It works in all niches regardless.

The downside is that if you run a contest, you probably need to offer a prize.

### **21. Journey post**

Travelling or have travelled somewhere or attending any conference or event then posting about your journey together with dos and don'ts. People like to consume ideas and suggestions.

More of a travelogue than a blog, but I know plenty of people who do this.

### **22. Upcoming events post**

Post weekly/monthly/yearly city events. Post about the events with past year event pictures, short description and why you should attend these events. Don't forget to notify event organiser about your blog post, they might share :)

You have to keep your ear close to the ground with this one, to know what is upcoming. But there are plenty of literary festivals and book fairs (or there were, before Covid).

### **23. Quiz post**

People love quizzes including myself. BuzzFeed is a great example of using quizzes in their content marketing strategy, they always do quizzes. You can use Quizzer to create quizzes or Playbuzz WordPress plugin if you have a WordPress website

### **24. Crowdsourced post**

The crowdsourced blog post is another great way to get connected with influencers. Bring on multiple influencers to answer the single question. When you have 10 experts answering each in 140 words the same question, you have more than 1000 words powerful blog post.

### **25. Problem/solution post**

Your audience has a problem, give them a solution. You can give them a solution in many forms such as suggesting books, techniques, hacks, tools, events to overcome their problem etc. Very best way to start such kind of blog post is by defining a problem and then by representing a solution.

This is basically what we have been doing with our blogs on social media marketing. But if you are an expert in any field you can generate blogs from what you know best.

### **26. Share recent travel experience**

Share your travel experience. This works like a charm for travel bloggers. Put it together (your travel experience) and then post it as a blog post.

Not really any different from number 21, but you could spread it over a number of posts by focusing on different aspects in each blog: food, culture, sights, activities etc.

### **27. Blog anniversary post**

So you are blogging for a year now, post it as a blog post. Share your blogging career experience on your blog anniversary.

### **28. Stats post**

Create a post with sexy stats, it is like a research post. You can show any type of stats such as your traffic stats, any blog or business achievements (if you have a solid one), market trend stats in your niche – it can be holiday stats, industry stats, product stats.

Stats are an easy way to tell a story, but you have to be sure the stats actually support your message.

### **29. FAQ post**

Are you getting asked the same question again and again from your readers? Create a blog post on most frequently asked questions.

Most authors get asked the same questions over and over, so this suggestion might fill several blogs.

### **30. Q/A post**

It is like an interview blog post but you can position it in slightly different way. Answer the unique questions from any of your readers. Usually, video blog works very well but don't worry about the medium yet, let you audience/readers decide what medium they want.

This takes number 29 and goes into more depth with a specific question. It is similar to number 25.