BLOGGER SIDEKICK

Blog Post Research Cheat Sheet

Conducting research before writing a blog post has a direct influence on the quality of the post, and its perceived credibility amongst your readers. It is recommended you dedicate at least an hour to researching each blog post. This cheat sheet will help you maximise your time.

1. Create a system 🖥️

What information will you capture during this research process?

- ☐ Source
- ☐ Heading
- ☐ Key points
- ☐ Comments
- ☐ Keyword phrase(s)
- ☐ Related searches
- ☐ Social Shares
- ☐ Backlinks

Where will you store this information?

- ☐ EverNote
- ☐ Excel
- ☐ Other _____

2. Pick keywords 🔍

What keyword topic and long-tail phrases will you target in this blog post?

Topic	Long-tail phrases
TIP Use KWFinder.com to research long-tail keyword phrases.	

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3. Validate your idea 💡

Is your blog idea interesting to your readers? Have similar topics been shared on social media before? Have people commented on these other blog posts?

Search the below tools using your keywords and keeping the above questions in mind. Remember to capture the type of information you selected in step 1.

Validation	Tools
Competitors blogs	SEMRush, Quick Sprout
Popular articles	Google, BuzzSumo
Social media conversations	Communities, groups, advanced search
Industry forums	Google web search

If there isn't a lot of validation for your blog idea, it may not be a topic your readers are interested in. Consider going back to step 2 if this is the case.

TIP
Capture all relevant information in the same language used by your readers. Use this language when writing your blog.

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4. Mine for content ⛏️

How will you make your blog post stand out from other posts on the same topic? What extra value can you provide your readers?

Search for the below content using your keywords and keeping the above questions in mind. Now that you have validated your idea, this is about improving the quality of your blog post.

Content	Where?
Images	Google image search, Flikr, Pinterest
Infographics	Directories
Podcasts	Directories
Webinars	Directories
Video	YouTube or Vimeo
Presentations	SlideShare or Prezi
Stats and quotes	Google search
Tools, widgets and resource downloads	Google search

TIP
To find specific types of content, try and type your keyword phrase into a search engine followed by the name of the content. For example; 'keyword + stats'.