

LINKABLE CONTENT IDEATION CHECKLIST

We employ seven general strategies to link the client's niche/industry/product space with keywords and topics we know fit under the top of the funnel.

1.



IF YOU GIVE A MOUSE A COOKIE

Identify related needs that will appeal to the target audience, especially what they likely will want/need to take fuller advantage of the product/service being offered.

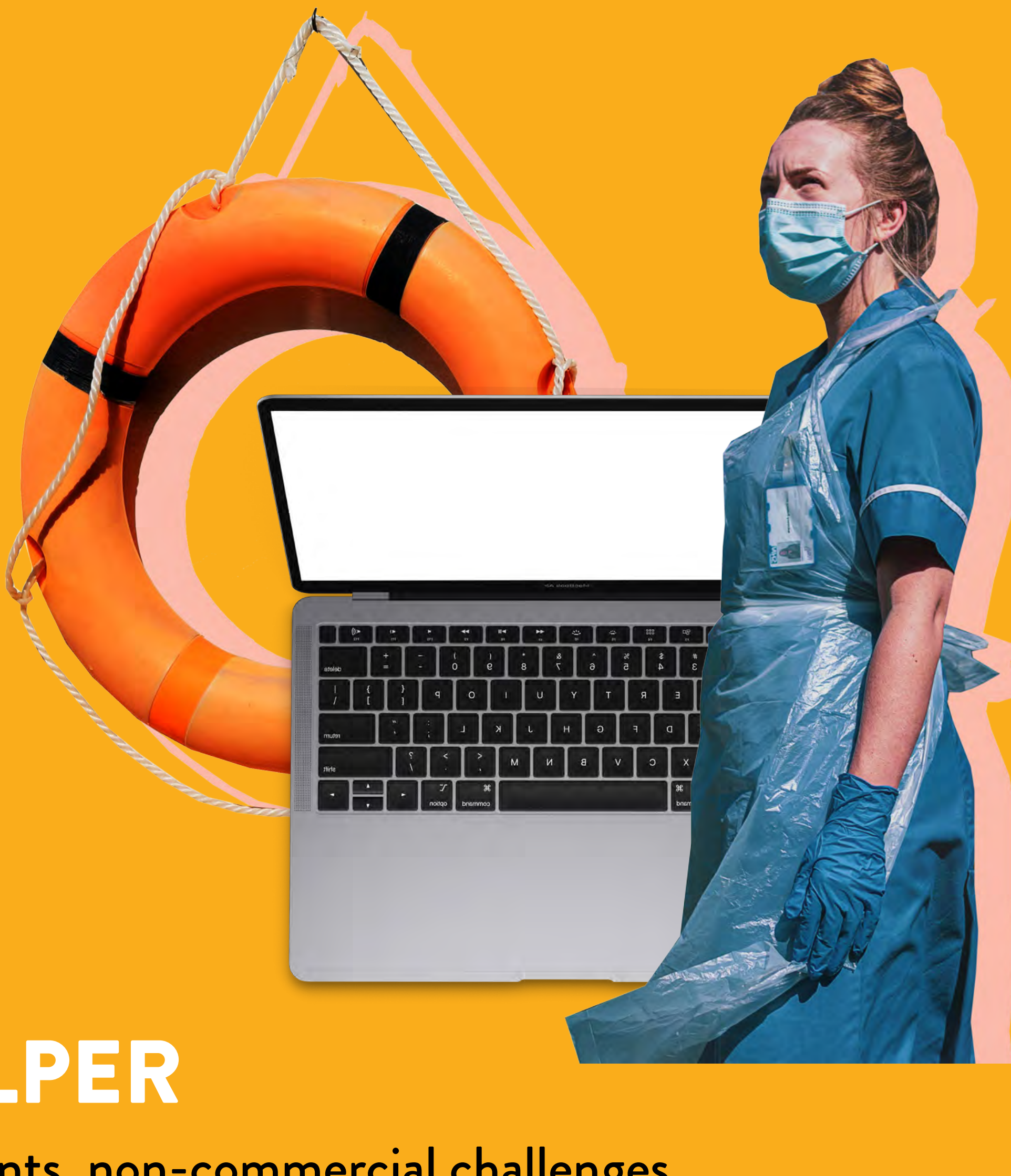
2.



APPEAL TO SHARED INTERESTS

Demonstrate expertise and relevance by writing about a related/similar topic the target audience is likely interested in; provide interesting/useful information that directly serves the target audience without focusing on the brand/product/service.

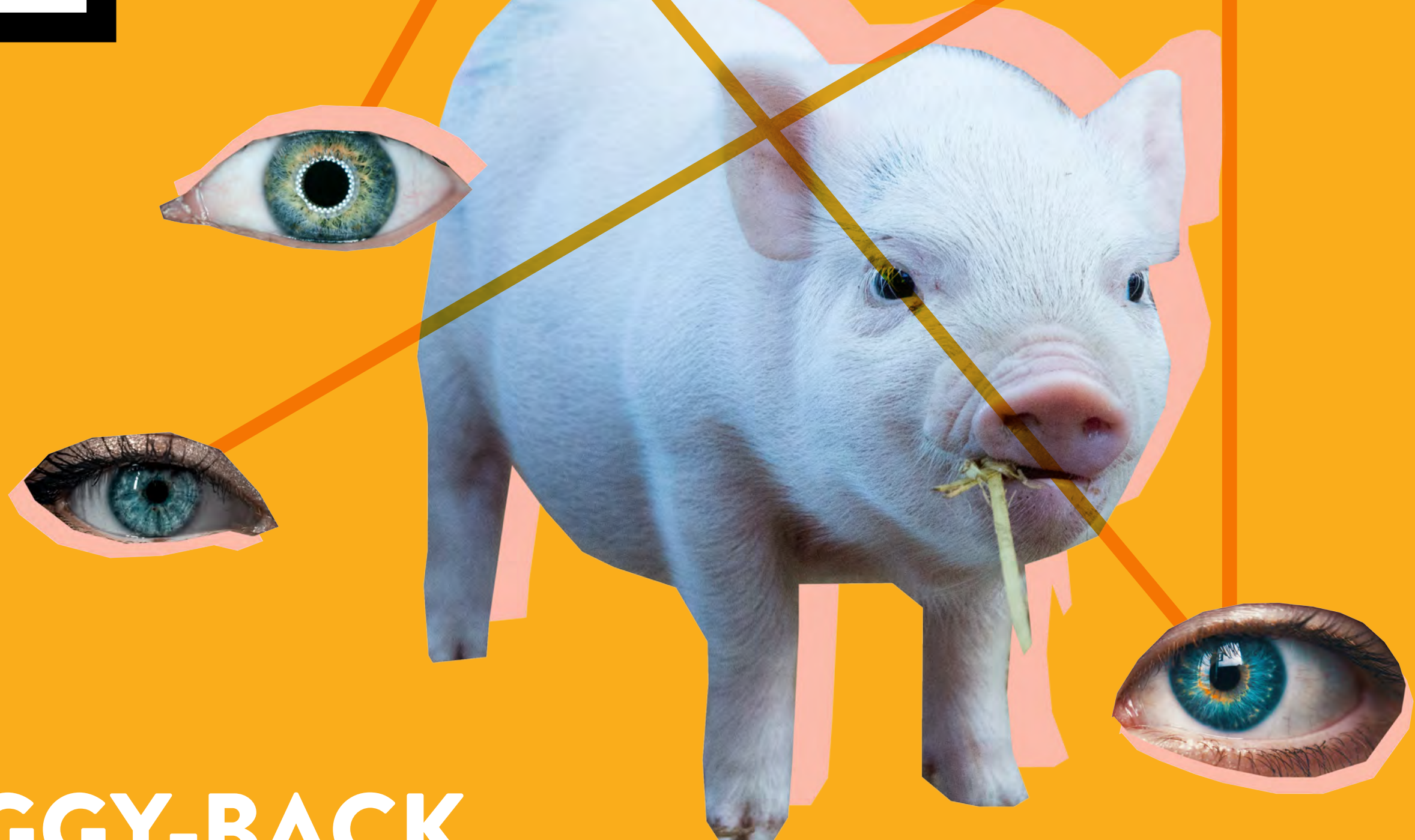
3.



BE A HELPER

Address pain points, non-commercial challenges, frustrations, or other concerns the target audience likely experiences, NOT only or necessarily that your product/services will solve.

4.



PIGGY-BACK

Connect your industry/products/services to something of perennial interest, a trending topic, or something controversial to capitalize on the associated interest and make your brand/industry appear more relevant to more readers.

5.



FOLLOW THE MONEY

Widen the audience by speaking to downstream benefits; i.e., for a B2B service, how will the target business be able to serve customers better? Where does the trickle-down of positive outcomes end?

6.



BACK TO BASICS

Foundational and definitional content; speak to the absolute novice or beginner, putting concepts and terms into simple/relatable context.

7.



ANYTHING YOU CAN DO, I CAN DO BETTER

Identify compelling topics and content on a competitor's site, and present a better version or more helpful resource on the same topic.