



Checklist 6 - Doing Research To Come Up With Best Content

Project Name: _____

Date: _____

Yes No

Keep this in mind; the more the content is researched, the more are the chances of it getting the attention of the audience on the internet. Some various tools and apps can be used for this purpose, and detail about these tools and apps has been given in this checklist, which you need to follow if you want to come up with the best content by researching:

USE MOZ BAR:

1

First, you need to be familiar with this researching tool, which you'll use for researching.

2

Once you get this tool working, you'll easily analyze your competitor's website and get an idea about the type of content they're producing.

3

After gathering the information by analysis using Moz Bar, apply it to produce more competitive content.

MAKE USE OF GOOGLE SEARCH:

4

Now be clear about the type of content you'll be producing, better come up with your content topic.

5

Go to the Google search engine and search for the content topic there.

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6 Use the top ten results that appear on the search engine to get ideas about your content.

7 There is another option called autocomplete suggestions, use it to find long-tail keywords related to your content.

8 You'll now produce the best content, while you've researched it.

USE TWITTER HASHTAGS:

9 For this purpose, you can use hashtagify.me, then you'll see all the hashtags on Twitter that are related to your content.

10 Look for the top influencers who use those hashtags and get an idea about trends.

11 After you've known the audience's choice, it is time to produce content related to it.

RUN POLLS:

12 The best way to find out what people want to read from you is the use of polls.

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- 13 Run a poll either on Twitter or on Instagram stories and ask the audience what they want to see on your website.
- 14 If you're using Twitter to create polls, start by creating a new tweet and choose "create a poll button."
- 15 Now add a copy of your tweet and the question you want to ask in a tweet.
- 16 Then adjust the length of your tweet to make it stay on Twitter and click on "tweet."
- 17 Now produce content related to your audience's likings.
- USE RELATED SEARCHES:**
- 18 Go to Google, and there you'll see the option of "related searches" once you search for a keyword. Choose it.
- 19 Now you'll see all the content the audience is looking for.
- 20 Finally, make your content around what people are looking for on Google.

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