



Chili Pepper Design Blog Post

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8 Ways to Dip Into an Unlimited Pool of Blog Post Ideas for Your Business

<https://www.cpdesignco.com/blog-post-ideas/>



by **Pam Haskell** on November 9, 2018

Are you trying to generate blog post ideas?

If so, you know how hard it can be to come up with new and original ones. As someone with a pool site, you also know that your topics are limited to a certain genre.

But to compete online though, you need to have a blog. Blogs are one of the best ways to boost your SEO and help you gain the trust of your potential customers.

Lucky for you, this article will tell you everything you need to know about coming up with blog ideas. Soon, you'll be on your way to writing a killer blog.

Read on for 8 ideas!

1. Answer Some FAQs

Are there any questions about your business that everyone seems to ask you?

If you can think of one, you have a blog post. For example, people may often ask you how to take care of a backyard pool. There's a blog post.

Or maybe there's one issue a lot of pool owners seem to have. You could write about that too.

These questions that you answer don't have to be specific to your services alone. Try answering some general questions about the pool industry at large.

After you've written a few of these, you could turn it into a page on your site with links to each blog post. And, if you write enough, you could even publish an eBook about your FAQs.

2. See What Your Competitors Are Doing

If you're having trouble figuring out what to write about, you might want to see what your competitors are writing about. Their blogs should give you a good idea about what people want to read.

If you don't have any direct competitors, find some people in other markets with blogs.

While it won't be targeted for your area, chances are that you should be able to come up with some new ideas.

Check out what some of the big name brands are doing too. They have some of the more successful blogs that will give you ideas.

Keep in mind that you shouldn't steal anything from your competitors! It might not be illegal, but it looks unprofessional. Use these other blogs as inspiration alone.

3. Do Some Keyword Research

Let's say you have a couple blogs that you've posted already. If you did it well, you researched a couple of keywords to make sure that your blog would rank well on Google.

If you haven't already, use [Google Keyword Planner](#) to come up with some more topics to write about. When you search for the keywords you used, you'll see more related keywords.

These aren't full blog post ideas, but they should help you get your ideas flowing. Plus, you might find a keyword that you could dominate with ease.

The keyword you pick doesn't have to be a low ranking one. While low trafficking ones are easy to dominate, they might not be interesting topics.

4. Let Them Get to Know Your Business

People prefer to buy products from people they know. Knowing you means they can trust you, and if they can trust you, they'll want to work with you.

On occasion, you can use your blog to let people get to know you better. Consider writing a profile on employees in your business.

Even if your business is small, a few short profiles could be interesting to potential customers. Plus, it will show them that you are humans too.

Of course, you don't want to get personal to an awkward point, but don't hesitate to talk about your kids or share photos of your family.

5. Write a How-To Post

If you're looking for a way to engage readers for a long time, consider writing a how-to post. As an expert in your field, you know how to fix many problems most people would have difficulty with.

If you don't know what how-to you should write, consider asking others what problems they have with their pool. You might find it surprising how easy some of their problems are!

Even if people know how to fix it on their own, you might know a quicker or more efficient way to fix it. Plus, you might know of some mistakes that people make when making improvements.

Consider also making a video showing what improvements you're making. Especially in how-tos, it helps to have a visual along with your blog.

6. Check Social Media Sites

Believe it or not, social media is one of the best places to check for blog post ideas. People are talking about everything on every site, and it's free content creation for you.

One of the best sites to check is Reddit. Reddit users often respond with lengthy posts. You may even be able to find a page dedicated to pools.

If you don't, you could ask users what they would like to see from a blog about pools. People may have fun giving you new ideas.

7. Talk to Others

Content creation always works better when more people are involved with the process. Ask your employees and other business partners what they think your blog should have on it.

On top of this, you could ask your customers what they may want from a blog. The blog is for them after all!

8. Work with a Professional

If you're having trouble coming up with blog post ideas on a regular basis, you might want to consider working with a professional marketing agency.

After [getting in contact](#) with one, tell them your needs and what you want to do with your site. As professionals, they should have an easy time coming up with ideas for you.

Plus, they'll be able to help you with more than just writing blog posts. They may realize other ways you can boost your SEO and find more clients.

Need More Help Coming up with Blog Post Ideas?

Now that you know how to come up with great blog post ideas, you're ready to dive into making a blog that competes. After posting a few great ideas, chances are you'll see a bump in your traffic.

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