



# **WEBLINE DESIGNS**

**BLOG TOPIC GUIDE**

# BLOG TOPIC GUIDE

Blog topics can be incredibly varied. Ideally they are specific to and relevant to your industry, but they can be client focused, company focused, or personal as well. They can cover basic concepts in your industry (what's basic to you might be incredibly relevant to your visitors), specific topics, current trends, etc. We've broken down suggested ideas into the following general categories:

## Expert Advice

1. Explain an industry topic. This could be a basic concept in your industry; it could be a best practice, a credential or certification, a commonly used phrase (industry jargon), or even an acronym that you unpack.
2. Explain an industry trend. Has anything changed in your industry recently? Over the last few months or years? How does this impact the services you offer and/or your clients?
3. Explain an industry standard, regulation, legislation, or court ruling that impacts your industry and/or your clients.
4. Explain common misconceptions about your industry, services or firm. Are you an IT firm but also offer Web Design, let your clients know.
5. Discuss any applicable deadlines or due dates in your industry whether they are fixed dates like filing taxes on April 15th or client-dependent like a requirement to respond to a specific type of court order within 90 days.
6. Discuss an upcoming or recently passed speaking engagement, presentation, lecture, media spot, or conference. What did you speak about (if you spoke) or learn (if you attended)? Or plan to if the event has not yet occurred?
7. Discuss a recent industry report or survey and what it says about your industry.
8. Discuss a book or article you've recently read related to your industry. Review the book/article and the points it presents. Would you recommend it to your visitors?
9. Consider tackling issues that pertain to your clients but are in adjacent industries if they impact the services you offer.

## Client Related

1. Who is your target market (size, industry, etc.), but also what are the problems they experience that you can help them solve?
2. How should a client prepare for their first meeting with you? Do you have a checklist of action items that they can review in advance to make the meeting as productive as possible?
3. Are there other checklists you can provide to clients and potential clients related to your industry and the services you provide?
4. Describe the criteria a potential client should use when hiring a firm in your industry. What are the right questions to ask?
5. Discuss a client success story. Describe not only why it was a success for that client, but what others can learn from it.
6. Discuss a cautionary tale of a client or potential client that didn't take your advice and the result. What lesson can others learn from it?

## Company Related

1. Describe your firm, firm history, and why you started it.
2. Describe your career and any major turning points that got you to where you are now including any lessons you've learned.
3. Describe your firm's mission, philosophy, and core values.
4. Describe what differentiates you from the competition – target niche, experience, services, certifications, price, other.
5. Recognize, promote or congratulate an employee, colleague, or client for a recent honor or milestone.
6. Discuss your firm's community or charity involvement or highlight a charity or charity event you participate in.
7. Talk about a new or existing service you offer or a new staff member who brings value to your firm and your clients.

## Personal Related

1. Discuss a hobby of yours and a lesson you've learned from it.
2. Discuss a pastime you enjoy and a lesson you've learned from it.
3. Discuss a sport you follow and a lesson you've learned from it.
4. Discuss a pop culture reference and how it relates to your firm or industry.
5. Discuss a recent trip you took and a lesson you've learned from it.