BLOG TOPIC GENERATOR

Brainstorm topics around your 4 Authority Themes that fit into the different article types.

ARTICLE TYPE	THEME 1	THEME 2	THEME 3	THEME 4
Problem and Solution				
Comparison				
Tool or discovery				
Case study				
Interview				
Response				
Review				
Reasons Why				
How To				
Biggest Mistakes				
Personal story with a lesson				
Crazy Rant				
List				
Question answered				
Why not to / never to				
Industry news interpreted				

CHOC CHIP
D I G I T A L

TITLE

Some general rules and common patterns used can be identified for article titles that are shown to get more shares and higher engagement when promoted through social media. Keep the following in mind:

- Use numbers like 5, 7 or 10. For example, 'The 5 best reasons to ...'

- Try negative titles as well, like '7 mistakes people make when ...'

- Make predictions for upcoming years, like '10 technology changes CIOs need to know about in [next year]'.

- Use titles that are worded in the way people talk and search, like 'How to ...' or 'How do I ...'

- Show a value statement in the title itself, like 'How to save 30% on your power bills'.

- Try to include a keyword for SEO purposes.

- If possible, keep the length to below 70 characters so that it doesn't get cut off in search engine results and email links.

Brainstorm your content titles here:

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