

How To Find & Create Great Content

Getting your content to stand out today is HARD. In fact, according to one source, there are over 2 million blog posts published every single day. Here is an easy to use guide to help you find existing great content so that you can find great content and then make it even better.

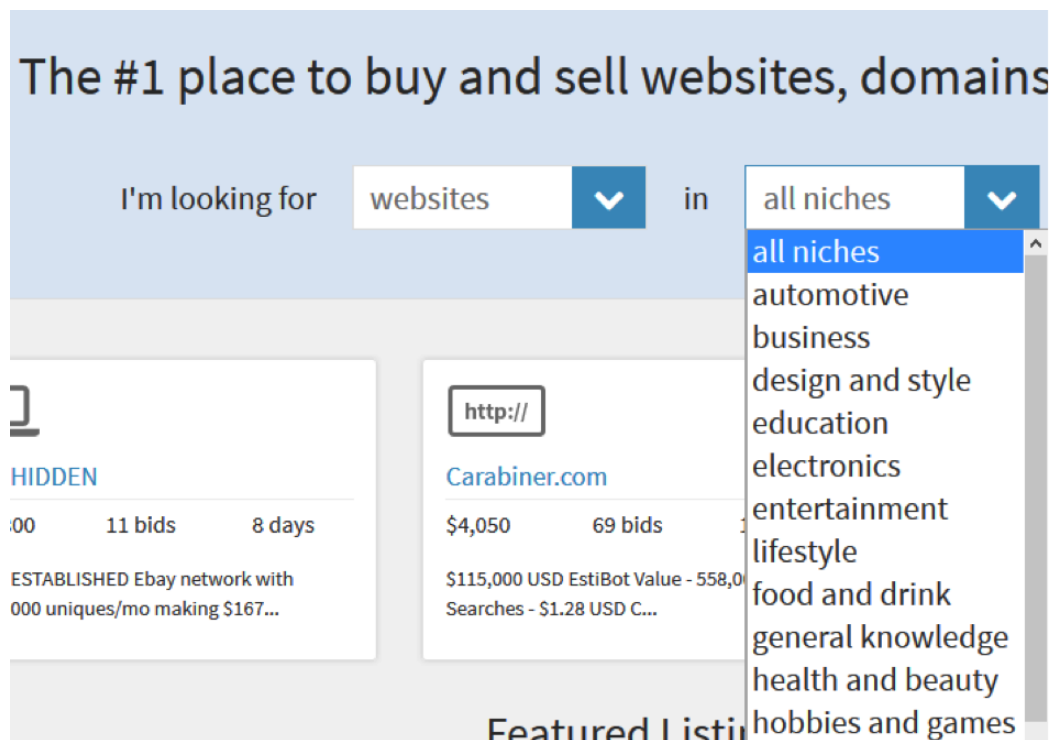
(Visit okdork.com/content for the full post.)

1 Go to Flippa & Search for Websites in Your Niche



Use Flippa to find your niche (or use their search field). Just make sure that you enter a broad keyword that encompasses your blog's niche. So if you run a site about backpacking in Thailand, you'd want to search for "travel".

Next look for listings that seem like a good match for your site.



2 Use Wikipedia References



You KNOW that if a piece of content gets cited as a reference in Wikipedia, that it *must* have been popular (after all, an editor had to be aware of its existence for him or her to include it).

First, head over to Wikipedia and enter a broad-ish search term. So if you have a blog about weight loss, you want to use keywords like “fitness”, “nutrition” and “exercise”. The references in these super-broad topic Wikipedia entries won’t be much use to you (they’re usually links to academic papers and books).

These topics usually have a list of links to **other** Wikipedia entries that will have references that you *can* tap into. Then view footnotes. In this case, at least 3 out of the 5 would make great blog post topics:

- “Strength training sets: How many for best results?”
- “The Metabolism Myth: There’s no biologic reason to get fatter as you grow older”
- “The Rest-Pause method of bodybuilding”

Physiological	Health related	Skill related	Sports
<ul style="list-style-type: none">• Metabolism• Morphological• Bone integrity• Other	<ul style="list-style-type: none">• Body composition• Cardiovascular fitness• Flexibility• Muscular endurance	<ul style="list-style-type: none">• Agility• Balance• Coordination• Power• Speed• Reaction time• Other	<ul style="list-style-type: none">• Team sport• Individual sport• Lifetime• Other

Links to other Wikipedia Entries!

Footnotes [\[edit\]](#)

1. [▲] Todd, Jan (1995). "From Milo to Milo: A History of Barbells, Dumbbells, and Indian Clubs" (PDF). *Iron Game History* 3 (6). Retrieved 2013-01-24.
2. [▲] MSNBC article on the U.S. Centers for Disease Control and Prevention report on the prevalence of strength training
3. [▲] "HIGH-INTENSITY CIRCUIT TRAINING USING BODY WEIGHT: Maximum Results With Minimal Investment" . Retrieved 20 September 2013.
4. [▲] [▲] Feigenbaum, M.S.; Pollock, M.L. (1997). "Strength Training. Rationale for Current Guidelines for Adult Fitness Programs". *Physician and Sportsmedicine*. ISSN 0091-3847 .
5. [▲] Rhea MR, Phillips WT, Burkett LN, et al. (2003). "A comparison of linear and daily undulating periodized programs with equated volume and intensity for local muscular endurance". *J Strength Cond Res* 17 (1): 82–7. doi:10.1519/1533-4287(2003)017<0082:ACOLAD>2.0.CO;2 . ISSN 1533-4287. PMID 12580661 .
6. [▲] Laskowski, ER (2006-07-28). "Strength training: How many sets for best results?" Mayo Clinic. Retrieved 2013-01-24.
21. [▲] Muscle as a secretory organ. P *Physiol* 3:1337-1362, 2013. <http://index.php?pageid=21&pmid=238>
22. [▲] Nutrition for muscle builders. *Tf*
23. [▲] Article on high-protein diet and l
24. [▲] Manninen AH. (2005). "High-pro *Nephrology Dialysis Transplantati* PMID 15735253 .
25. [▲] Regulation of muscle glycogen i following exercise
26. [▲] Volek JS. (2004). Influence of n *Medicine & Science in Sports & E*
27. [▲] Hydration 101: Don't Tempt Fat
28. [▲] Cribb PJ, Hayes A (2006). "Effe skeletal muscle hypertrophy". *Me* doi:10.1249/01.mss.0000233790.1

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Reddit: A Gold Mine for Blog Post Topic Ideas



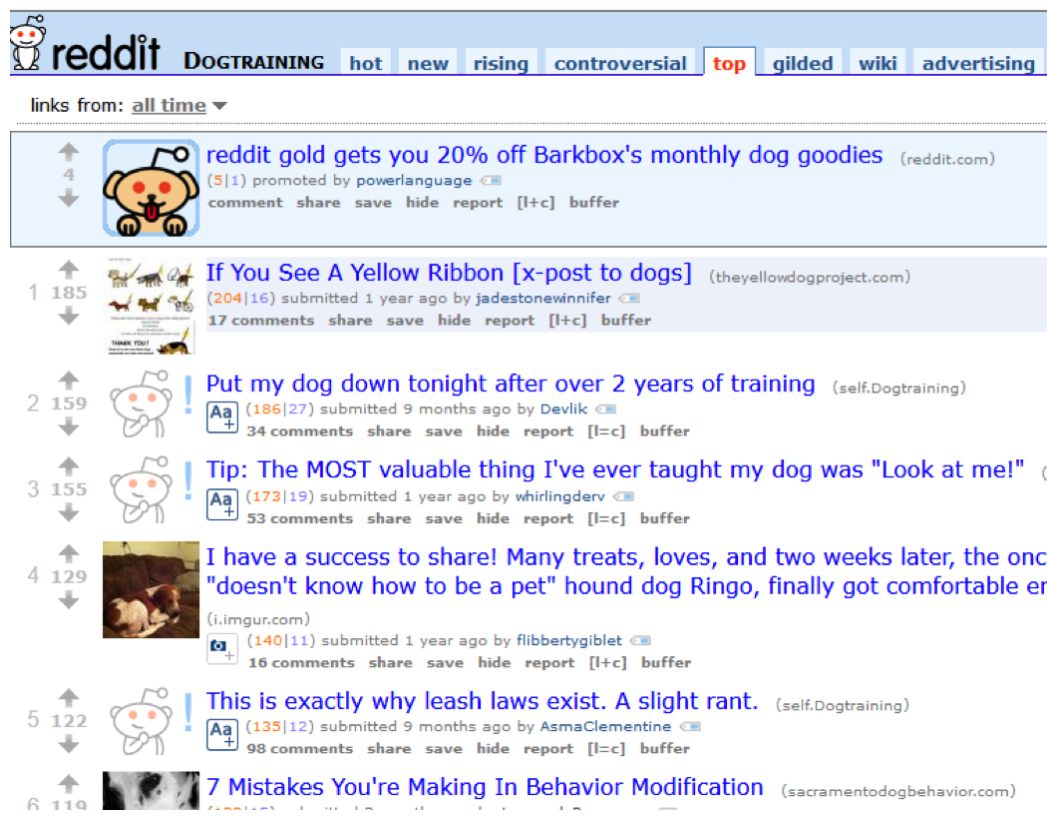
First, find a subreddit that covers what you tend to write about. Because Reddit's search leaves a lot to be desired, I recommend using [SearchReddit.com](https://www.searchreddit.com) instead.

If there's a subreddit on that topic — which there almost always is — head over to it. If not, just check out threads that discuss your blog's niche.

By default, subreddits rank threads based on what's popular at that moment.

If you're in a niche with a lot of big news (ie. SEO), then it makes sense to spend some checking out trending topics. But most niches don't have breaking news every week.

So if you don't see anything promising on the front page, click on the "top" tab.



4

Content Curators



Thanks to the rising popularity of content curation, more and more bloggers publish content that's nothing more than a hand-groomed list of awesome content ideas.

You can find them using these search strings in Google:

- best (keyword) posts
- keyword + "all time best"
- keyword + "best 2013"
- keyword + "top 100"
- keyword + "top 50"
- best (keyword) posts 2013

When you do, you'll be rewarded with a list of some of the best content from the last year (or all time).

The 29 Best Content Marketing Posts of All-Time



5 Pinterest

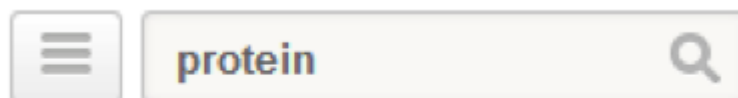


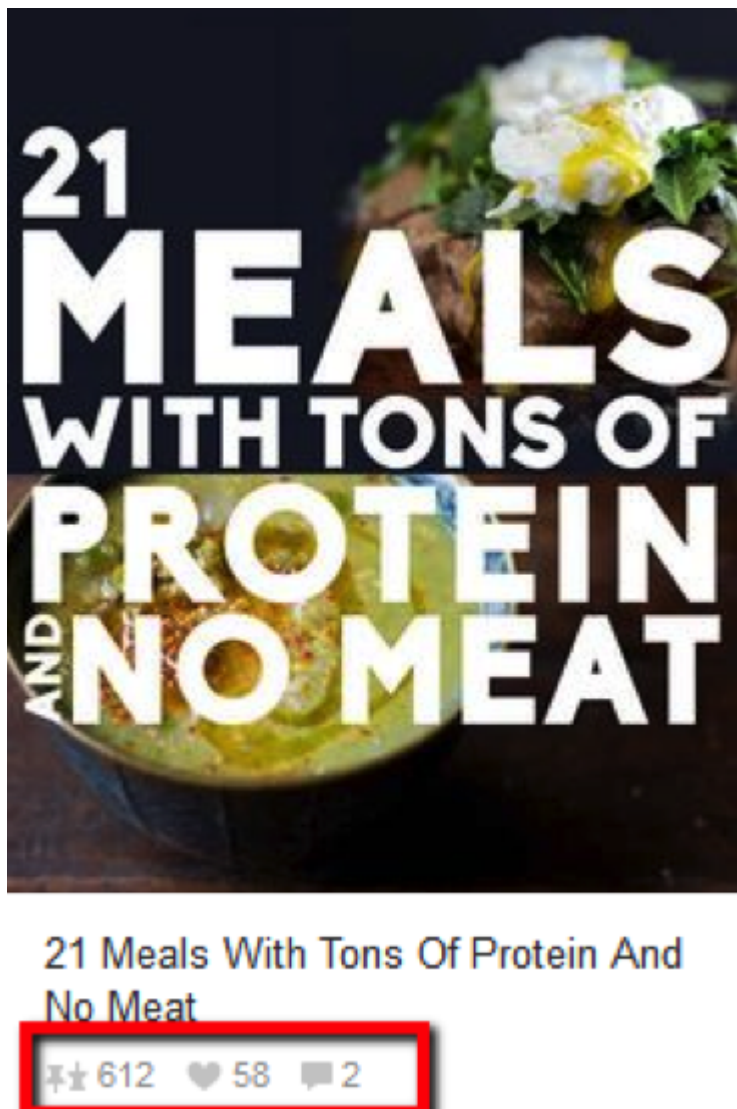
Pinterest actually [drives more referral traffic](#) than LinkedIn, YouTube and Google+.

To use it for content mining, head over to the Pinterest homepage and enter a specific-ish keyword like "Protein."

First, take a look at the top pins (Pinterest pins are ranked by repins, comments and likes).

Then, keep an eye out for any topics that have a lot of repins.





6 Open Site Explorer



Moz's [Open Site Explorer](#) shows you the authority of sites and pages on the web (based on inbound links). But there's a little-used feature that serves awesome content ideas on a silver platter: Top Pages.

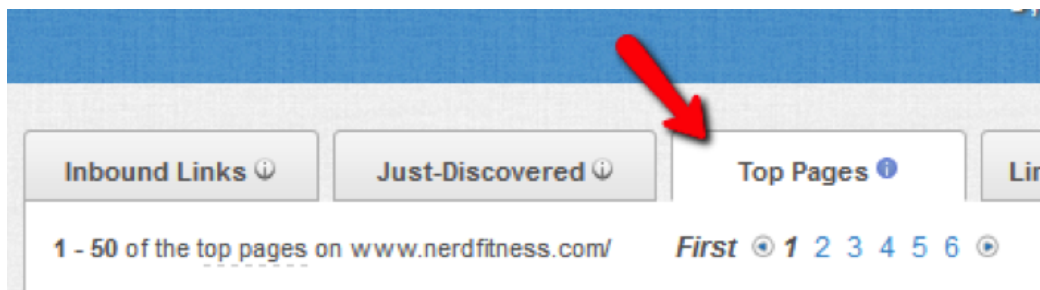
First, grab a competitor's site and enter their homepage into the tool.

Then click on the "top pages" tab. This will show you their most popular pages.

Linking Root Domains is important because, in general, it's MUCH harder to get a link than a tweet or Facebook like.

Keep an eye out for pages that have a lot of “Linking Root Domains” (a fancy way of saying “the number of sites that link to that page”).

So when you see a page generating 100+ links, you *know* that it’s a piece of content that people actually care about.

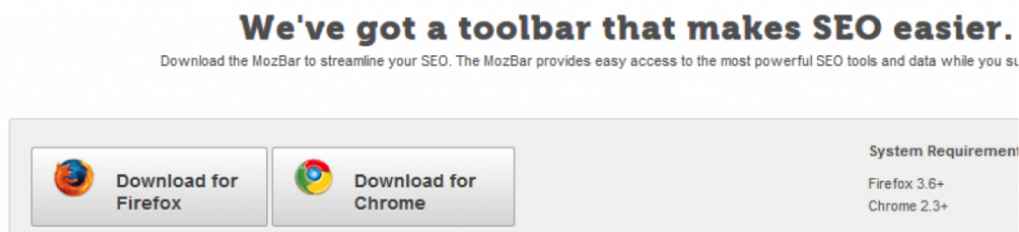


7 First Pagers



It’s not a cutting edge approach, but Google’s first page is one of the best places to find tested, proven content ideas. So you’d be foolish to ignore it.

The [Mozbar](#) for Chrome or Firefox will help you get the most from this process. This handy tool shows you the Domain Authority and Page Authority of the results on the first page.



8 BuzzSumo



[BuzzSumo](#) is an awesome (free) Swiss army knife of content marketing tools. It’s most powerful feature? Its ability to find really popular content in any industry VERY quickly.

First, head over to [BuzzSumo.com](#), create a free account and login. This will take you to your BuzzSumo dashboard.

Under “Filter by Type”, uncheck everything but “article” and choose “Past 6 months” under “Filter by Date”

Then enter a keyword into the search field. Let's use the keyword "coffee".

BuzzSumo automatically sorts content by total social shares (Facebook, Twitter, LinkedIn, etc.).

The great thing about BuzzSumo is that you can find a handful of promising content ideas after a 5-second search. In our coffee example, I found these awesome topics:

- 11 Reasons You Should Drink Coffee Everyday
- Your Coffee Pods' Dirty Secret
- Coffee intake influences breast size, study says
- 21 Clever Uses for Coffee Grounds

Enter a topic or domain: big data, cnn.com. [See advanced search options](#)

9 Next Make the Content (Much) Better ☐

- **Make It More Up-To-Date**
- **Make It More Thorough**
- **Step Up The Design**
- **Write Better**

10 Then Get the Word Out ☐

- **Find Likely Linkers**
 - **Find Passionate People**
 - **Thank You Emails**
 - **Forums and Boards**
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