



# RESEARCH BLOG TITLES FOR CONTENT INSPIRATION

Inspiration for your own content.



In this 5-min workshop I want you to research blog titles relating to your business to help give you inspiration for your own content.

Creating valuable, consistent content for your website is the number one criteria for better rankings on search engines like Google but a lot of business owners I speak to struggle to come up with ideas or know where to even start.

Most of you watching or listening to this episode are already storytellers. You do this day in, day out in front of your customers so creating content that will help inspire future customers should be second nature. When writing content, it is best to write as if you are speaking directly to one of your customers in your own tone of voice. But I do understand that writing content gives the fear to some.

Whether it is yourself or someone else that writes for you, looking at what is popular and engaging consumers right now will help you think of ideas for your own business.

In this workshop, I want you to spend 5-min a day, collating popular stories from your own destination using a tool called Buzzsumo. Buzzsumo offers a free service that allows you to search for a key phrase that relates to your business.

For example, searching 'food Tours in New York' highlighted the top 10 content pieces over the last few months. This will show both video and written content relating to the search. What I want you to do is spend 5-min per day, searching one key-phrase and copy the links of any content you like. Please take note of the ones that have high engagement rates and consider these for inspiration for your next arrival of video.

Do this task once per day until you collate a list of 24-52 content pieces. This will give you inspiration for content that you could write, or have someone write, in bulk and post once per week or every second week for the next year.

As long as you make the content unique to your business, this will have a massive, positive impact on your site's SEO and rankings over time, giving you a higher chance of those organic and direct bookings.

# HOW TO USE BUZZSUMO

Go to <https://buzzsumo.com> and enter a key phrase relating to your business...

**Find the content that performs best**  
Collaborate with the influencers who matter

Use our content insights to generate ideas, create high-performing content, monitor your performance and identify influencers.

Try it out! Enter a keyword or domain **Find Content**

For example: "Content Marketing", "Cnn.com"

Look at the top content in the results and collate a list of urls in a Google or Excel Spreadsheet, also taking note of engagement rates...

Filter your results: Past 6 Months All Countries English Journalists B2B publishers + More Filters RESET FILTERS

VIEW CONTENT VIEW ANALYSIS REPORT Sort by: Total Engagement 19 Results EXPORT

Select All	Actions	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement	
<input type="checkbox"/>		100	1	0	0	-	0	101	
NEW YORK'S BEST CHINESE FOOD! Food Tour in Flushing Chinatown, Queens #Vlog #foods #3 Jan 6, 2022 youtube.com									
<input type="checkbox"/>		100	0	0	0	-	0	100	
NYC Halal Guys (Street Food) in New York   Hilton Midtown Hotel + Room Tour Dec 5, 2021 youtube.com									
<input type="checkbox"/>		41	0	0	0	-	0	41	
NEW YORK'S BEST CHINESE FOOD! Food Tour in Flushing Chinatown, Queens Dec 19, 2021 youtube.com									
<input type="checkbox"/>		28	0	0	0	-	0	28	
[4K] NYC Little Italy Walking Tour Food Street We visited Christmas in New York store Nov 2, 2021 youtube.com									
<input type="checkbox"/>		8	4	0	0	-	0	12	
Greenwich Village "Locals" Food Tour in New York City Oct 6, 2021 thetourguy.com									
<input type="checkbox"/>		4	0	0	0	-	0	4	
Top 10 Food Tours in New York By Suman Malik Dec 6, 2021 letstripdesi.com									
<input type="checkbox"/>									
NYC HAPPY HOUR FOOD TOUR! CHEAP Sushi Rolls & FRESH Oysters in New York									

# 5-MIN A DAY TASK

I want you to spend 5-min a day searching for key-phrases relating to your business. Do this task once per day until you collate a list of 24-52 content pieces. This will give you inspiration for content that you could write, or have someone write, in bulk and then post/schedule once per week or every second week for the next year.



“My initial experience with digital marketing did not go well. I am so glad I widened my search and went with what must be the best Travel Marketing Company on Earth.

Thank you to all at Tourism Marketing Agency, for all that you have done for me and the business. I know we are only at the beginning of the marketing journey, but the journey to date has been incredible. – Thank you!”

**Damien Stewart, Poland At War Tours**



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