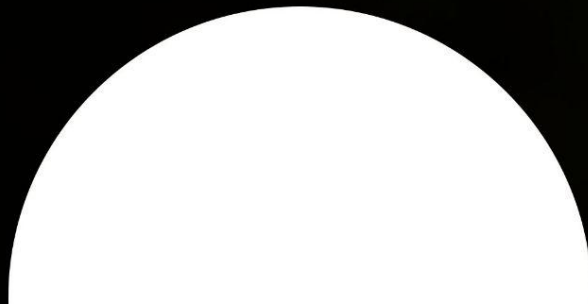




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5 Ways to Uncover Engaging Content

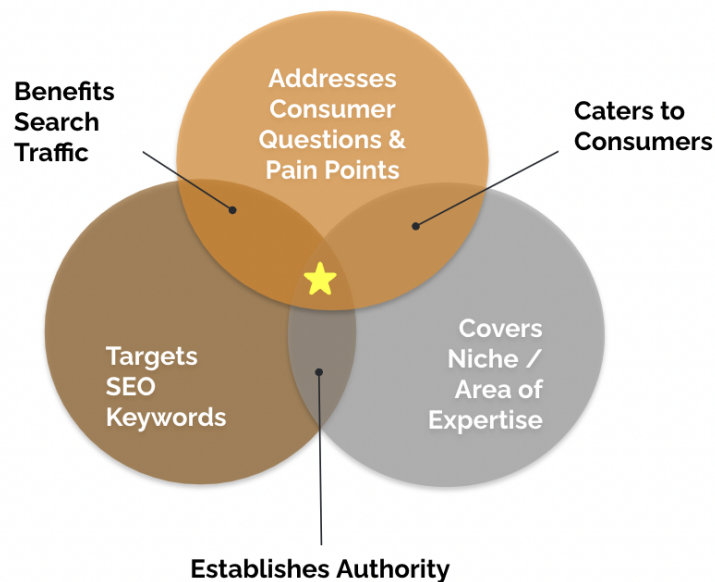


5 Unexpected Ways to Uncover Engaging Content

Truly engaging content achieves two things: it grabs the attention of your audience and supports your business goals. By choosing the right topics that do a great job speaking to your audience, you'll be successful at driving all types of traffic—SEO, social, email—and moving your audience toward purchase.

So how do you decide what topics are most engaging? By using the tools SEO's use to mine search data. People come to search engines to find something - whether that's to research a topic, find something to purchase or compare things. By uncovering this information you're able to meet your customers where they are at with content they are already searching for.

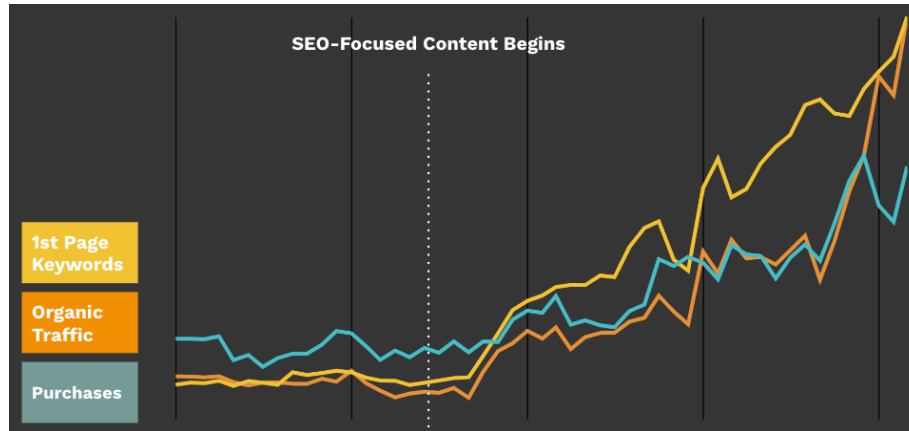
Effective content drives real business value



Truly effective content will increase your brand awareness, drive sales, improve your competitive positioning, increase engagement and more.

So how does effective content impact your bottom line? Here's one significant way: when you create content that hits the sweet spot of benefiting search traffic, establishing authority and catering to consumers, you're poised to see growth in your organic traffic. And by choosing effective content that hits each phase of your customer's journey, you are bringing your audience closer to purchase and helping drive revenue growth. Effective content can do all of those things.

5 Unexpected Ways to Uncover Engaging Content



Effective content drives growth in both website traffic and revenue, as shown in this example of work with a Two Octobers client.

Where to start?

You don't need to tackle all of your business and marketing goals at once. By using the process below, you can begin to uncover what your audience is interested in, how your content is currently performing, and how to enhance your content to support your business objectives.

Here's how to find great content ideas that your audience is interested in:

1: Review The Performance Of Existing Content Using Google Search Console

[Google Search Console](#) is a way to see what queries people search for that are related to your business and existing website content. You'll be surprised at the variety of ways people search, and buried within that information are valuable ideas for new content to create. By starting with data on what people are already searching for, you'll know you're finding topics that are important to your audience.

Start by reviewing the keyword and page performance of your content from the last 12 months. To do so, go into **Overview > Performance > Full Results**. Review the data for the following patterns:

HIGH Impressions + **POOR Rank** + **LOW CTR** = **ADD/UPDATE Page Content**

5 Unexpected Ways to Uncover Engaging Content

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries	↓ Clicks	Impressions	CTR	Position	
bike size for height	6	912	0.7%	41	
men's bike size chart	6	317	1.9%	7.4	
men's bike size	6	64	9.4%	5.4	
womens bike size chart	5	1,594	0.3%	14	
adult bike sizes	5	583	0.9%	10	

Locate high impression + low ctr queries to locate existing content to update. Source: Google Search Console

If you're looking to get the absolute most out of your Google Search Console data, it's worth looking into [Branch Explorer](#). This tool provides a faster and more granular analysis of your data, so you can come away with even more powerful insights.

2: Find frequently asked question

The value of frequently asked questions is fairly self-explanatory: by seeing what questions your audience is asking, you will see what topics are most relevant to them. There are a few tools you can use to access this information.

We use several tools to understand questions people ask.

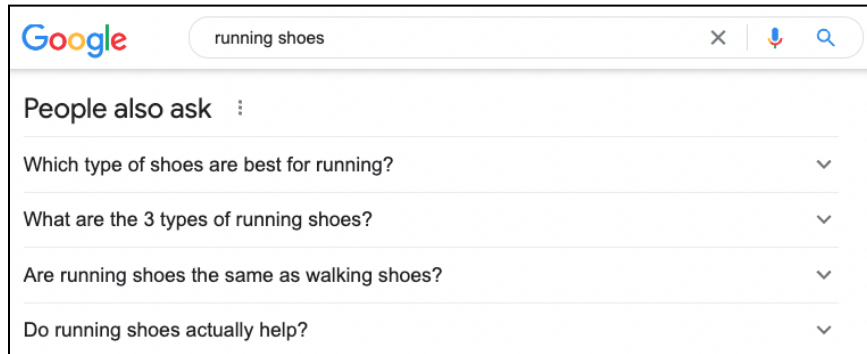
[Answerthepublic.com](#) (free or subscription) is sourced from [Google's autocomplete feature](#), and [AlsoAsked.com](#) (free or subscription) is sourced from the "People Also Ask" section of a Google search results page.



Data visualization from Answerthepublic.com

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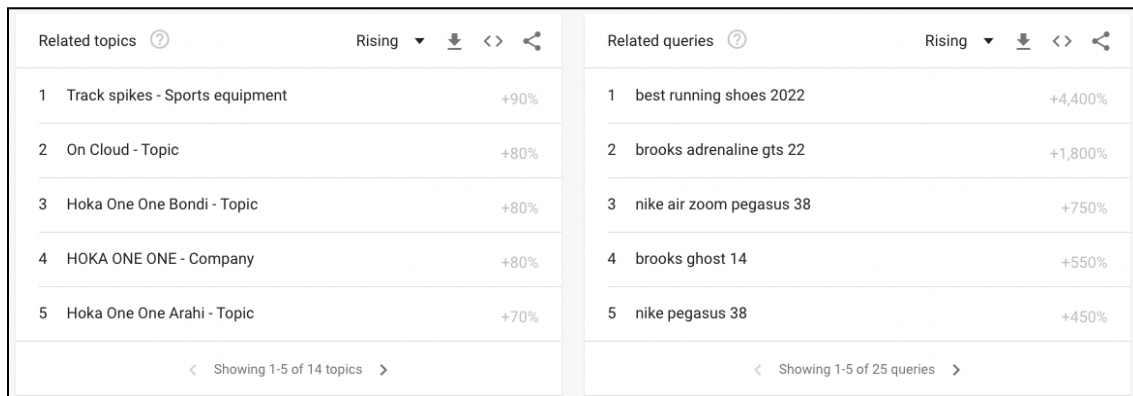
You can also find this information by searching for topics in Google, and scrolling to the “People also ask” section. Click on one or two and Google will show you more questions.



Once you have gathered frequently asked questions, you can begin the process of identifying key patterns and trends. Start by categorizing these questions by themes. For example, “types of running shoes” might be one theme and “running shoe sizes” might be another.

3: Investigate recent trending searches

[Google Trends](#) is a great place to find the search volume of topics or keywords over time. But where it’s great for content idea generation, is the Related Topics and Related Queries sections - these will show you recent trends so you can see what’s of interest to your audience now.



A screenshot of the Google Trends interface showing two columns of data. The left column is titled "Related topics" and the right column is titled "Related queries". Both columns have a "Rising" filter and a "Showing 1-5 of" indicator.

Related topics	Change	Related queries	Change
1 Track spikes - Sports equipment	+90%	1 best running shoes 2022	+4,400%
2 On Cloud - Topic	+80%	2 brooks adrenaline gts 22	+1,800%
3 Hoka One One Bondi - Topic	+80%	3 nike air zoom pegasus 38	+750%
4 HOKA ONE ONE - Company	+80%	4 brooks ghost 14	+550%
5 Hoka One One Arahi - Topic	+70%	5 nike pegasus 38	+450%

4: See what people are looking for related to your brand

While researching general topics related to your industry is important, don’t forget to look for topics specific to your brand that users are searching for. You can use the same tools mentioned above for this purpose and generate content based off of your findings.

5 Unexpected Ways to Uncover Engaging Content

- Brand searches you discover in Google Search Console may help uncover content to add to your about pages, like “YourBrand sustainability”.
- FAQ tools may uncover opportunities for purpose-specific content about product features, like “Do HOKA shoes run small or large?” or “Do podiatrists recommend HOKA shoes?”

5: Review the performance of existing content using Google Analytics

Don't forget to mine your own content for new ideas. You can expand on content that's showing strong interest, or improve previously-written content that's not showing great engagement.

Start by reviewing page performance for the last 12 months in [Google Analytics](#). You can do so by going into **User Analytics: Behavior > Site Content > All Pages**; in GA4: **Reports > Engagement > Pages & Screens**. Then, use the search bar to narrow down your results (for example, you can search “blog” to only look at blog pages).

What pages are getting the highest views? Is there an opportunity to build on these topics? What is it saying about your customer? For example, if your blogs surrounding the topic of “trail running shoes” are getting the most views, you may want to explore topics around running in the backcountry and the best shoes to accommodate that.

You also want to take a look at bounce rates. If you're seeing pages that are higher-than-average, it means that readers aren't finding what they are looking for. This is an opportunity to rewrite and incorporate more compelling content.

Review & prioritize what you've found

Group topics by stage in the buyer funnel

Once you have uncovered your topics, you need to make sure you have content that reaches customers at each stage of the buyer funnel (exploration, consideration and purchase). Doing so will allow you to prioritize your development efforts to where you need the most marketing support. For example, if you are looking for more brand exposure, you will want to spend more time creating content for people in the exploration phase.

Addressing and separating content into each phase of the buyer funnel is extremely important because your audience thinks differently depending on where they are at in their journey. Here are some examples of what people may search for at each stage:

Exploration: “what are running shoes?”

Consideration: “running shoe reviews”

Purchase: “where to buy adidas”

Someone who is simply curious about running shoes likely isn't ready to purchase them, but you still have an opportunity to educate and move them along the journey to purchase. On the other hand, someone searching for “where to buy adidas” knows what they want and is looking to make a transaction. Identifying each stage of the journey is also a good way to [find low-funnel keywords](#) that will bring you revenue more quickly.

[Branch Explorer](#) (free trial) is an excellent tool we've created for keyword grouping and is regarded as the most powerful SEO tool for leveraging Google Search Console data.

Determine high-volume keywords

Having a niche topic is great, but it's also important to understand the relative interest in one topic versus another so that you're not wasting effort creating content people aren't interested in. To do this, we recommend using the search volume of topics and keywords to gauge general levels of interest. For example, a topic that has 10,000 searches/month such as, “are running shoes worth it” has a wider potential audience than a topic like, “running shoes laces”.

To determine these high-volume keywords, we recommend looking into tools like [Google Ads: keyword planner](#) (free) or [SEMrush](#) (subscription).

Setting yourself up for long-term success

You can't have engaging content without understanding who your audience is and what they want, and the best way to do that is by studying their search patterns. If you are looking to grow your brand and build organic traffic, this guide is a great place to start, but it's worth stating that building this presence takes time.

About Two Octobers

Hiring an SEO expert is a sure-fire way to ensure you are adding content that will make the biggest impact in the shortest amount of time. At Two Octobers, our team of analytical experts is highly skilled in [SEO and content](#) and loves sharing that expertise with people in all industries. Whether you are looking for services or training, we've got you covered.

As seen at



Join us for [monthly free webinars](#) to learn more digital marketing strategies.

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