

# How To Come Up with Evergreen Content Topics

## STEP 1

**STEP 1** Identify the scope of topics your audience is interested in.

## STEP 2

**STEP 2** Exclude topics covering seasonal content.

## STEP 3

**STEP 3** Disregard topics about current trends.

## STEP 4

**STEP 4** Remove news related ideas.

## EVERGREEN CONTENT

**STEP 5** Leave topics that don't have an expiration date = evergreen.



## POPULAR EVERGREEN CONTENT FORMATS:

How-To Guides

Checklists

Listicles

Top Tips

Glossaries

Informational long-form guides

Cornerstone content

FAQs

Case Studies

Research Studies

# Beginner Friendly Evergreen Content Strategy Tips From Home

**Ryan Knight**



## **Beginner Friendly Evergreen Content Strategy Tips From Home:**

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**Billboard** ,1996-08-17 In its 114th year Billboard remains the world s premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends Books In Print 2004-2005 Ed Bowker Staff,Staff Bowker, Ed,2004 **The Saturday Evening Post** ,1904

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