# How To Come Up with

# **Evergreen Content Topics**



STEP 2

STEP 3

STEP 4

CONTENT

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

STEP 2 Exclude topics covering seasonal content.

STEP 3 Disregard topics about current trends.

STEP 4 Remove news related ideas.

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



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# **What Is Evergreen Content Strategy Tips For Beginners**

Esther B. Odejimi

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