

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.



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How To Evergreen Content Strategy Tips Usa

Annelies Wilder-Smith



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