

# Angela Kelly Smith

## How to Create Content for Your Blog or Podcast

Brand + Design Scoop ep. 003  
Podcast Transcript

Welcome to Brand + Design Scoop, where I share practical, relatable tips on branding, design, and building a business for sole proprietors.

I'm Kelly, a brand strategist and Squarespace website designer and founder of AKS Design Studio.

Today we're going to talk about creating content for your blog or podcast.

Coming up with content ideas can be overwhelming, especially when you consider that you'll be blogging or podcasting weekly. We'll be talking about that next week when I share best practices for running a blog. I mean, weekly blogs or podcasts means 52 content ideas a year. Even if you take off for a few holidays, that's still 48 or 50 topics to write about. Then we're talking years into the future.

No wonder so many people are hesitant to start a blog or podcast. You're so busy doing your actual work. So, why would you take time away from your job to spend all this extra time on a blog or podcast?

Well, let's talk about that for a minute.

**According to blogging statistics, 60% of Internet users are regularly reading blogs. And, as of 2020, 57% of people are regularly listening to podcasts.** There's a clear market for readers and listeners. I know that when I'm searching for information or help, I usually get it from people's blogs.

*So, now that we know there is an audience for your blog or podcast, how can a blog or podcast help your business?*

**First, blogs are great for improving your SEO ranking.** This happens in a few ways. The more content you create, the more opportunities you have to show up in search engines. Simply put, you'll have more pages for search engines to find. If you've got a five-page website, there are only five hits that search engines will get. But if you've got 52 blog posts or podcast posts, plus a

five-page website, that's 57 hits that search engines will get. Now, as your blog or podcast grows, search engines will have even more opportunities to find you. Pretty awesome.

**Another way that blogs and podcasts help improve your SEO ranking is through internal linking.** This is when you refer people to other posts. Let's say you're a small-business coach and you've got a post about all the business filings you need to do when you set up your business. Then later you write a post about filing business taxes. You can refer to that earlier post to help people find those original documents. You can also edit that earlier post to link to the tax post so they can be prepared for what's coming.

**In addition to improving your SEO ranking, another reason to start a blog or podcast is to grow your audience.** You'll want to put social sharing buttons on your posts so that people can easily share your posts without having to copy and paste the link into their social media accounts. (I hate that.) When they share, you're being exposed to a wider audience, most likely people who weren't aware of you before.

**Of course you'll also want to share all of your posts and podcasts to your own social media accounts.** Those shares will link back to your website. Those social posts are easy for people to re-tweet and re-share on Facebook. You can even share on Instagram, even though those posts won't link back to your website. You'll want to create a new image for each post. Use a short excerpt from the post. Put the link to your website in your bio. Then tell your audience that the link to the post is in your bio. You can change the link every time you share to go straight to that post—or to the blog in general. Or you can let them find the blog on their own. Also, be sure to use appropriate hashtags on Instagram and Twitter to make it easier for a new audience to find you.

*SO, now that I've convinced you that having a blog is good for your business, how do you come up with content ideas?*

If you're a service provider, you've probably got lots of ideas already—even if you're not conscious of it! **Think about the kinds of questions clients ask you regularly. What's on your FAQ page? What problems are most often helping your clients with? What are the most common solutions you come up with? What's in your signature program? You can take bits and pieces from your signature program and write about those.**

I know! You may be thinking that if you write or podcast about those bits then no one will end up hiring you. Not true. You won't be sharing everything at once. You won't be tagging those posts with the name of your signature program, making it easy for visitors to create their own free program. And people will always have more questions.

Most visitors to your website will never hire you anyway. They're just checking you out or getting free info. And that's okay. **You need to attract them in order to attract the right people, your ideal clients, who will hire you.** Those people will read your stuff and know that you've got

more for them. And they'll want to get more directly from you personally, straight to them, in a customized format. Your blog or your podcast will be giving them a taste of you so that they'll have an idea of what it's like to work with you directly. That way, it will be easier for them to make the decision to hire you.

**You can write personal stories about yourself.** People love blog posts that are relatable. Now, you don't want your business blog or podcast to be overrun with personal stories. You want the bulk of the posts and podcasts to be informational and educational. People are looking for practical information that can help them do something or help them make a decision. But, when they're working with or following a sole proprietor, they love getting those behind-the-scenes personal stories, too.

**Ask clients or even friends what they'd like to read or hear about.** Find out if they've searched for something that's been hard to find.

Maybe you have some ideas and think that they've been "overdone," that they've been covered to death. You know what? They haven't been covered by you. **Those topics need your unique voice and your unique perspective.** There are people who will resonate with your view on that topic when they haven't resonated with anyone else's before. So, don't hold back when you think that enough has already been said about that topic. It hasn't been said by you.

**If you sell products, of course you'll write about your those—**their features, their benefits, what people love about them. Also write about special deals and sales.

**Now, if you need more ideas, you can always look at what your competition is writing about.** Look at people who have been blogging a while, and scroll way back to see some of their topics. Now, do not copy them. Never knowingly use their titles. Absolutely don't use their same words. And do not use random images you find online without permission. That's copyright infringement, and you can be sued or at least be sent a cease-and-desist letter with a demand for compensation. I've seen it happen.

So. Content ideas are all around. Be ready for ideas to hit you any time. Use your phone's voice recorder or notepad to jot down random ideas. Constantly take notes, even if you end up not using them. But don't erase them! You might return to them one day! I've made that mistake before.

One last thing. Before you blog, you need a website, of course! If you need help setting up a new Squarespace website, I've got a blog post video that walks you through everything you need to know. Check it out at [AKSDesignStudio.com](http://AKSDesignStudio.com).

That's it for today.

I'll be back next week with [best practices for running a blog](#).

See you next time on Brand + Design Scoop!

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Links:

[“How to Start a Squarespace Website”](#)

[This podcast on the website](#)

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Angela Kelly Smith provides custom Squarespace websites, branding strategy, and marketing instruction so freelancers and entrepreneurs can run a successful business while spending more time focusing on the work they really love doing. Check out her [website design + marketing strategy services](#).