



LESSONS FROM THE LAB

What On Earth Do I Post About?

100+ IDEAS FOR YOUR BUSINESS WEBSITE, NEWS AND BLOG POSTS

Ideas today.
A stronger
tomorrow.



Same
business.
More
possibilities.



CUSTOMERS

- Common questions
- Misunderstandings
- Problems you solve
- Customer success
- Great reviews
- Unusual requests
- Objections you hear
- Things they don't know
- Before and after
- Why they chose you



PRODUCTS & SERVICES

- New product or service
- Best seller
- Hidden feature
- Biggest benefit
- Innovation or update
- How it works
- How to choose
- Comparisons (X vs Y)
- Care and maintenance
- Unexpected uses



YOUR EXPERTISE

- Tips and shortcuts
- Common mistakes
- Myths to bust
- Jargon explained
- How-to guides
- Checklists
- Red flags
- Lessons learned
- What you'd do differently
- Advice you give often



REAL WORK & PROJECTS

- Recent project
- Work in progress
- A tricky problem
- How you solved it
- Before and after
- An interesting brief
- What changed
- Lessons learned
- A proud moment
- What you'd do differently



BUSINESS NEWS

- New customers
- Big orders
- New team members
- Promotions or awards
- New premises
- New equipment
- Partnerships
- Accreditations
- Exhibitions and events
- Milestones and anniversaries



PEOPLE & TEAM

- Meet the team
- New starters
- Team achievements
- Training and skills
- Day in the life
- What they do
- Their best tips
- Why they joined
- Team outings
- Birthdays and celebrations



YOUR BUSINESS STORY

- How it started
- Why you do what you do
- Key milestones
- Challenges you've faced
- What you've learned
- Where the name came from
- How things have changed
- Old photos
- Your values
- Plans for the future



INDUSTRY NEWS & OPINION

- Latest developments
- New regulations
- Industry trends
- Research or statistics
- Your reaction or analysis
- What it means for customers
- Opportunities and challenges
- Predictions
- What gets it wrong
- A different perspective



OTHER PEOPLE'S CONTENT

- Interesting articles
- Useful guides
- Great podcasts
- Recommended tools
- Useful websites
- Industry reports
- Expert interviews
- Videos worth watching
- People to follow
- Add your take on their content



OTHER BUSINESSES

- Supplier spotlight
- Partner or collaborator
- Complementary business
- Local business you love
- Industry leaders
- Business doing something clever
- Interviews or guest posts
- Joint projects
- Referrals
- People you recommend



BUYING DECISIONS

- What to look for
- Questions to ask
- What it should cost
- Budget vs premium
- What's worth paying extra for
- What you don't need
- Hidden costs
- New vs used
- Buy vs hire
- Common buying mistakes



LOCAL & COMMUNITY

- Local events
- Local news
- Community initiatives
- Charity and fundraising
- Sponsorships
- Local success stories
- Local suppliers
- Places to visit
- Local collaborations
- What's happening nearby



SEASONAL & TIMELY

- Seasonal advice
- Christmas / New Year
- School holidays
- Key dates and deadlines
- Weather-related tips
- Industry calendar events
- Busy or quiet periods
- Holiday opening hours
- End of financial year
- Plans for next season



NUMBERS, FACTS & DATA

- Interesting statistics
- Surprising facts
- Industry research
- Your own numbers
- Trends over time
- Before and after results
- Survey or poll results
- Benchmarks
- "Did you know?"
- A number that surprised you



OPINIONS & PERSPECTIVE

- An unpopular opinion
- Something overhyped
- Something underrated
- What frustrates you
- What you'd change
- Why cheapest isn't best
- Why you don't sell something
- A prediction
- A lesson from a mistake
- Your response to industry news



VISUAL TRIGGERS

- Photo from a job
- Before and after
- Behind the scenes
- New equipment
- Your workspace
- Team photo
- Something unusual
- A detail shot
- Screenshot or diagram
- A photo that needs a story



WHAT HAPPENED TODAY?

- A question
- A conversation
- An enquiry
- A phone call
- An email
- A meeting
- A quote
- A new order
- A delivery
- A problem
- A solution
- A win
- A mistake
- A fix
- A customer visit
- A supplier visit
- A review
- A recommendation
- Something you noticed
- Something you learned



STILL STUCK? GO LOOKING.

- Your inbox
- Sent emails
- Customer enquiries
- Google reviews
- Search Console
- Social Comments
- Competitors
- Industry news
- Your calendar
- Your phone photos

Need even
more ideas?



BROWSE 300+ IDEAS
ON OUR WEBSITE

