Will that topic generate valuable passive links?

Are you an authority in the space?

- Yes
- No
  - Are there 1-2 existing posts that can’t be outdone?
    - Yes
    - No
      - Don’t pursue
  - Don’t pursue
- Don’t pursue

Is it something that people will use as a reference?

TIP: Check if posts on the first page of the SERP have links.

- Yes
- No
  - Don’t pursue
  - Will the sites that reference it be valuable?
    - No
    - Yes
      - Don’t pursue
  - Is the topic evergreen?
    - It’s seasonal
    - No, it’s a trend
      - No, the topic has no longevity
  - Maybe – consider if it’ll be valuable for your brand during peaks seasons or holidays

Go for it!