

How to choose an **Evergreen** topic



STEP#1: Find content your audience is interested in

STEP#2: Disregard topics revolving around a certain year, one-time events, technology developments and similar

STEP#3: Remove topics that cover news and trends in your industry

STEP#4: Remove all other topics that can quickly/easily become outdated

STEP#5: Majority of the topics you're left with should qualify as evergreen content

Step By Step Evergreen Content Strategy Tips

James Oliver



Step By Step Evergreen Content Strategy Tips:

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