

Top 10 POWER TOOLS for Crafting Endless Content Ideas

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Lead Instructor,
New Media Academy

أكاديمية
الإعلام
الجدید





Strategy is Better
than Tools

Idea Tools

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Content Idea Generator

Generate endless content ideas with ease using our innovative content idea generator.

Content idea generator

Researches a niche and topics, then generates 5 related content ideas

NICHE

a particular area of demand for a product or service

TOPICS

subjects or areas of interest

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PORTENT

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Content Idea Generator

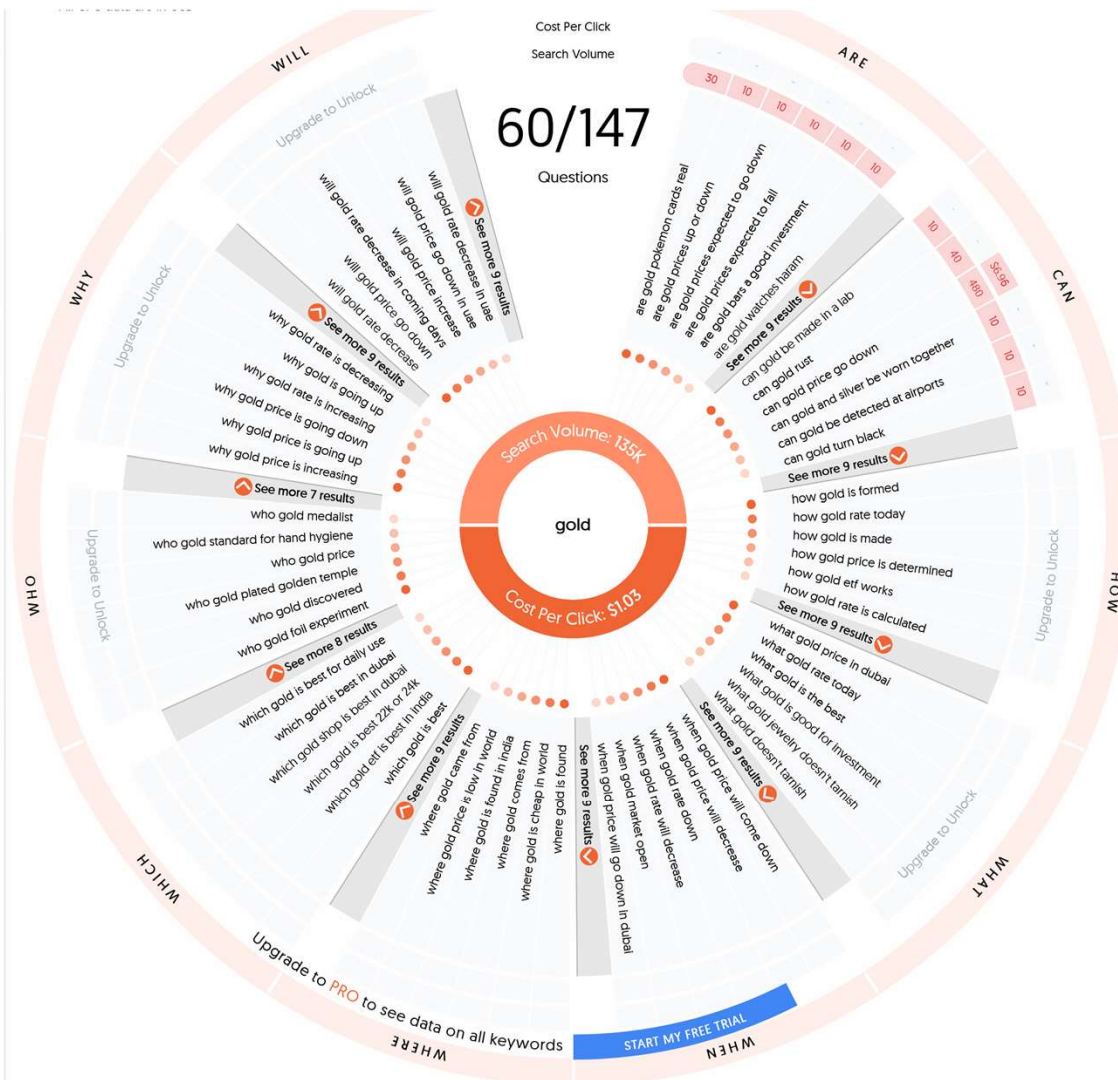
Enter your subject here:

For Best Results:

- ✓ Don't capitalize keywords (except proper nouns)
- ✓ Use the singular version of your keyword
- ✓ Revise the result to create your own fantastic (grammatically correct) headline

It's funny when Ralph Wiggum invents his own grammar, but most of us aren't nearly that special.

AllTop		
Home	Viral	NewsTechSportsEntertainmentLifestyleBusinessOther
Sign InSign Up		
AllTop's Most Popular Sites		
TechCrunch (techcrunch.com) Venture fund founder sues PayPal allegi... US sanctions Chinese cyber firm linked t... Apple TV+ is free to stream this weekend These MagSafe earbuds snap on to the ... Electra found a cheap, clean way to puri... Online gift card store exposed hundreds... Rivian wraps 2024 with more than 50,00... Hindustan Unilever in talks to acquire P...	NYT Front Page (www.nytimes.com) Chris Hayes: I Want Your Attention. I Ne... European Ministers Visit Syria to Strengt... Biden Blocks Takeover Bid of U.S. Steel ... Awaiting Sentencing, Menendez Pleads f... John Thune Takes Charge in the Senate, ... Religious Leaders Experiment with A.I. I... Do You Believe in Life After Death? Thes... New Orleans Was Called Resilient After ...	Mashable (mashable.com) Our favorite workout earbuds are a gre... Snag the NordicTrack T Series treadmill ... Get the Lenovo Yoga 7i 2-in-1 laptop for ... Escape the winter sniffles: Get the Blue ... How to watch Luke Littler vs. Michael va...
Washington Post Politics (www.washingtonpost.com) Live updates: House to vote on speaker ... The quorum call is lingering and lingerin... As we wait for the House to begin the vo... The speaker vote is a reminder of the p... Shortly before the speaker vote, Preside...	NPR News (www.npr.org) House Speaker vote puts GOP unity to t... Cutting out alcohol for Dry January? The... Tuberculosis rates plunge when families... An aspiring nurse, a football star, a singl... Biden blocks U.S. Steel's sale to Nippon, ...	Reddit News (www.reddit.com) Texas teenager accused of using poison ... Biden blocks sale of U.S. Steel to Nippon... UK electricity cleanest ever in 2024, with... Man who died in Tesla in Las Vegas 'suff... 2 dead and 18 injured in plane crash int...
The Verge (www.theverge.com) Here are the best iPad deals right now That Elon Musk 'Adrian Dittmann' scree... Twelve South's Find My-compatible char... Cybertruck explosion investigation ident... You can aim this projector by moving its...	Techmeme (www.techmeme.com) The US sanctions Beijing-based cyberse... An unredacted lawsuit from Utah's AG cl... Elon Musk fanboy Adrian Dittmann's all... Meta required a public statesman like N... Influencer marketing company Later ac...	Alltop Viral (Formerly Holy Kaw) (www.alltop.com) "Smoking gun" evidence proves fossil fu... CIA director says not funding Ukraine w... Britain to restore ancient rainforest Israel offers details on UN organization t... UK rejects Israel genocide accusation
CNN Top Stories (www.cnn.com) Taxes are due tomorrow. Here's how to ... 50+ products to make your life easier an... A head-to-toe guide of how men should ... 42 of the most useful travel products yo... The 7 best high-yield savings accounts o...	BBC Top Stories (www.bbc.co.uk) Musk misinformed on grooming gangs, ... Apple's AI notification falsely claims Litt... Hospital flu cases rising at 'very concern... Biden blocks Japan's Nippon Steel from ... Rybakina's ex-coach suspended as inves...	Milk Road (milkroad.com) MicroStrategy's Stellar Performance Wo... \$1.1B Celestia Token Release to Boost O... China Eyes \$142 Billion Lifeline for Strug... Ethena Launches New USDb Stablecoin ... Caroline Ellison Sentenced to Two Years...





what are the top questions at reddit.com/r/Gold about gold?



Based on recent discussions in the r/Gold subreddit, here are some of the top questions users have been asking about gold:

- 1. Is now a good time to invest in gold?**
Users are debating whether current market conditions make gold a favorable investment.
- 2. How do I verify the authenticity of gold coins or bars?**
Members seek advice on methods to ensure their gold purchases are genuine.
- 3. What are the best practices for storing physical gold?**
Discussions revolve around safe storage options for gold, including home safes and bank deposit boxes.
- 4. How does gold perform during economic downturns?**
Users are analyzing gold's historical performance as a hedge during recessions.
- 5. What are the tax implications of buying and selling gold?**
Members inquire about potential taxes associated with gold transactions.
- 6. Is it better to invest in physical gold or gold ETFs?**
Debates focus on the pros and cons of holding tangible gold versus exchange-traded funds.
- 7. How do geopolitical events impact gold prices?**
Users discuss how global political tensions influence the value of gold.
- 8. What are reputable dealers for purchasing gold?**
Members share recommendations and experiences with various gold sellers.
- 9. How does gold compare to other precious metals like silver or platinum?**
Comparisons are made regarding investment potential and market behavior.
- 10. What are the risks associated with investing in gold?**
Users seek to understand potential downsides to adding gold to their investment portfolios.



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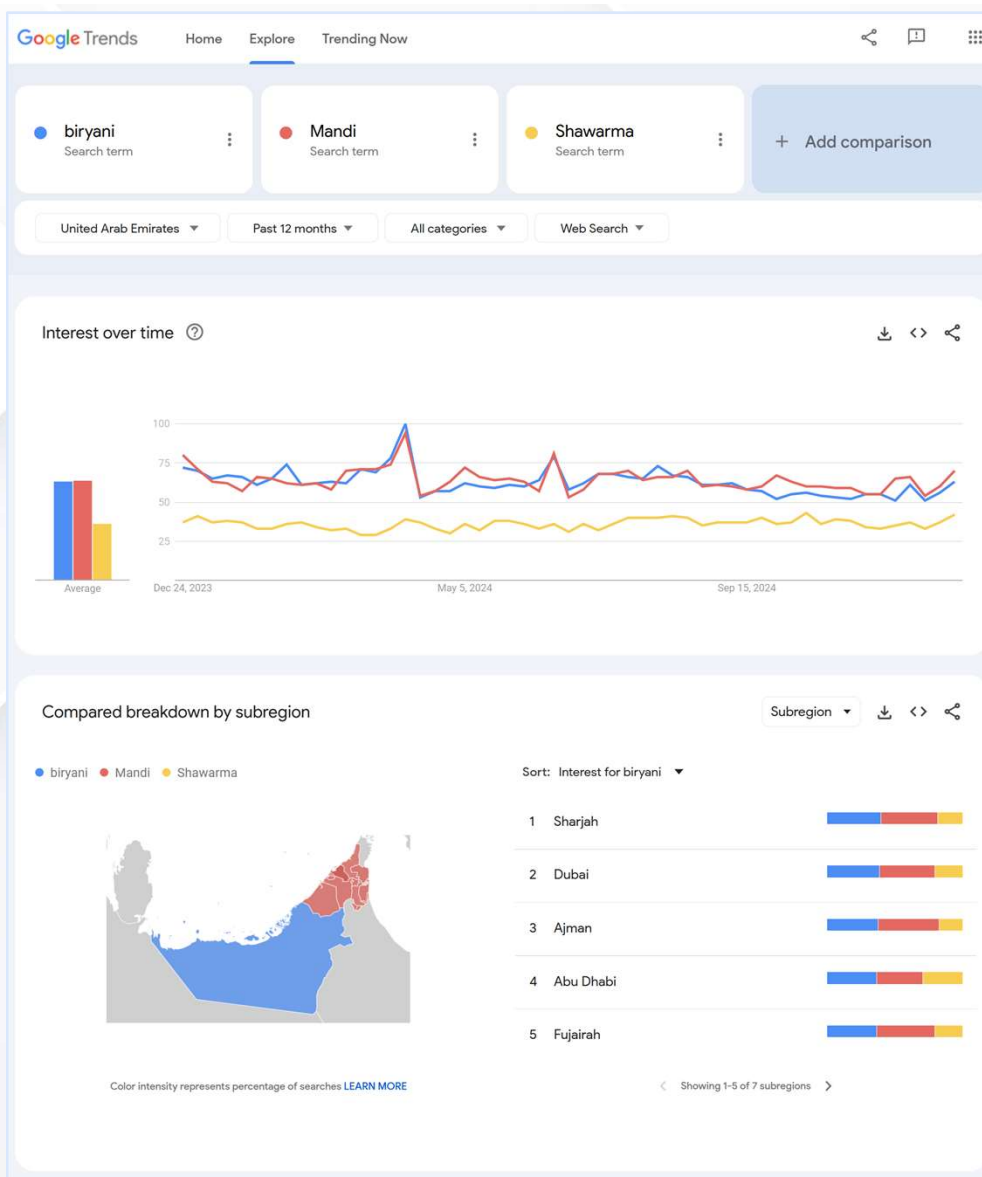
Best of Reddit

Top Communities

Browse Reddit's largest communities

- | | | | |
|---|---|--|--|
| 1 r/funny
Reddit's largest humor deposit...
66M members | 2 r/AskReddit
r/AskReddit is the place to ask ...
50M members | 3 r/gaming
The Number One Gaming foru...
45M members | 4 r/worldnews
A place for major news from ar...
43M members |
| 5 r/todayilearned
You learn something new every...
39M members | 6 r/aww
Things that make you go AWW...
37M members | 7 r/Music
Reddit's #1 Music Community
36M members | 8 r/memes
Memes! A way of describing cu...
35M members |
| 9 r/movies
The goal of r/rMovies is to pro...
34M members | 10 r/Showerthoughts
A subreddit for sharing those ...
34M members | 11 r/science
This community is a place to sh...
33M members | 12 r/pics
A place for photographs, pictur...
31M members |
| 13 r/Jokes
The funniest sub on Reddit. Hu...
30M members | 14 r/news
The place for news articles abo...
29M members | 15 r/space
Share & discuss informative co...
27M members | 16 r/videos
Reddit's main subreddit for vid...
27M members |
| 17 r/askscience
Ask a science question, get a sc...
26M members | 18 r/DIY
DIY
26M members | 19 r/books
This is a moderated subreddit. I...
26M members | 20 r/nottheonion
For true stories that you could ...
25M members |
| 21 r/mildlyinteresting
Aww, cripes. I didn't know I'd h...
24M members | 22 r/food
The internet's number one plac...
24M members | 23 r/EarthPorn
The internet's largest communi...
24M members | 24 r/GetMotivated
Welcome to r/GetMotivated! ...
24M members |
| 25 r/explainlikeimfive
Explain Like I'm Five is the best ...
23M members | 26 r/gadgets
Gadgets
23M members | 27 r/LifeProTips
Tips that improve your life in o...
23M members | 28 r/IAmA
I Am A, where the mundane be...
23M members |
| 29 r/Art
This is a subreddit about art, w...
22M members | 30 r/sports
Sports News and Highlights fro...
22M members | 31 r/gifs
"Gifs" is officially pronounced ...
22M members | 32 r/dataisbeautiful
DataIsBeautiful is for visualizati...
21M members |
| 33 r/Futurology
A subreddit devoted to the fiel...
21M members | 34 r/Documentaries
tdw r/Documentaries is reddi...
20M members | 35 r/personalfinance
Learn about budgeting, saving, ...
20M members | 36 r/photoshophattles
Photoshop contests on reddit...
20M members |
| 37 r/UpliftingNews
A place to read and share posit...
20M members | 38 r/WritingPrompts
Writing Prompts. You're a write...
19M members | 39 r/Damnthatsinteresting
For the most interesting things ...
19M members | 40 r/tifu
/r/TIFU
19M members |
| 41 r/OldSchoolCool
r/OldSchoolCool "History's c...
19M members | 42 r/history
r/History is a place for discussi...
18M members | 43 r/philosophy
r/philosophy: the portal for pu...
18M members | 44 r/nosleep
PLEASE READ OUR GUIDELINES...
18M members |
| 45 r/listentothis
The musical community of redd...
18M members | 46 r/wholesomememes
Welcome to the wholesome sid...
18M members | 47 r/technology
Subreddit dedicated to the ne...
18M members | 48 r/television
Welcome to television
17M members |
| 49 r/wallstreetbets
Like 4chan found a Bloomberg ...
17M members | 50 r/InternetIsBeautiful
Welcome to InternetIsBeautiful
17M members | 51 r/Nature
We are here to appreciate the a...
15M members | 52 r/relationship_advice
Need help with your relationshi...
15M members |
| 53 r/creepy
All things creepy!
15M members | 54 r/nba
A community for NBA discussion.
14M members | 55 r/lifehacks
Lifehacks: Uncommon solutions...
14M members | 56 r/pcmasterrace
Welcome to the official subred...
14M members |
| 57 r/interestingas
For anything truly interesting a...
13M members | 58 r/ContagiousLaughter
Something to put you in a goo...
13M members | 59 r/travel
r/travel is a community about e...
13M members | 60 r/HistoryMemes
A place for history memes abo...
12M members |
| 61 r/Fitness
A place for the pursuit of physi...
12M members | 62 r/anime
Reddit's premier anime commu...
12M members | 63 r/dadjokes
Welcome! This is a friendly plac...
12M members | 64 r/oddllysatisfying
For those little things that are i...
12M members |

Google Trends





biryani

Search term



Mandi

Search term



Shawarma

Search term



+ Add comparison

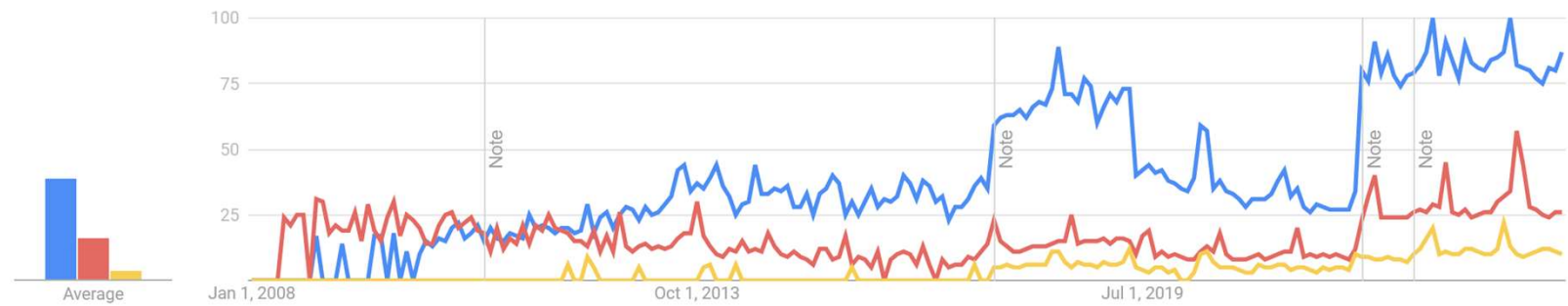
United Arab Emirates ▼

2008 - present ▼

All categories ▼

YouTube Search ▼

Interest over time





biryani

Search term



Mandi

Search term



Shawarma

Search term



+ Add comparison

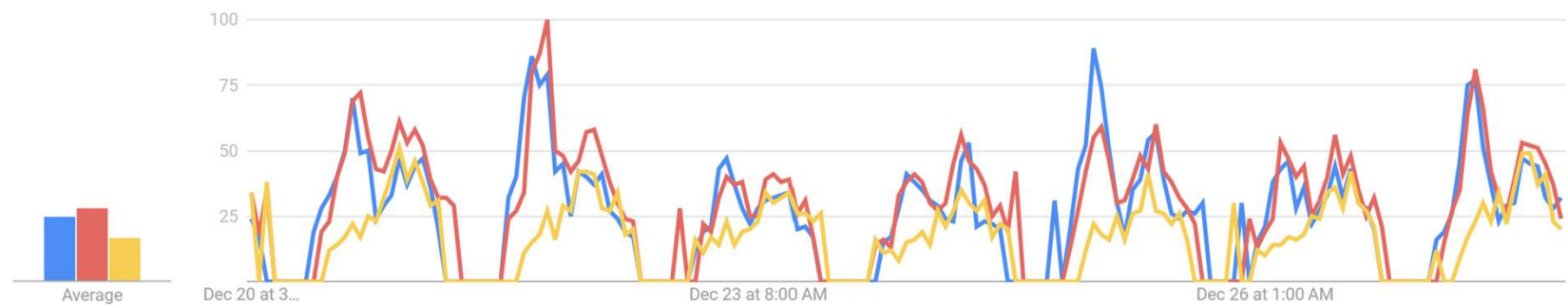
United Arab Emirates ▼

Past 7 days ▼

All categories ▼

Web Search ▼

Interest over time ?





biryani

Search term



Mandi

Search term



Shawarma

Search term

[+ Add comparison](#)

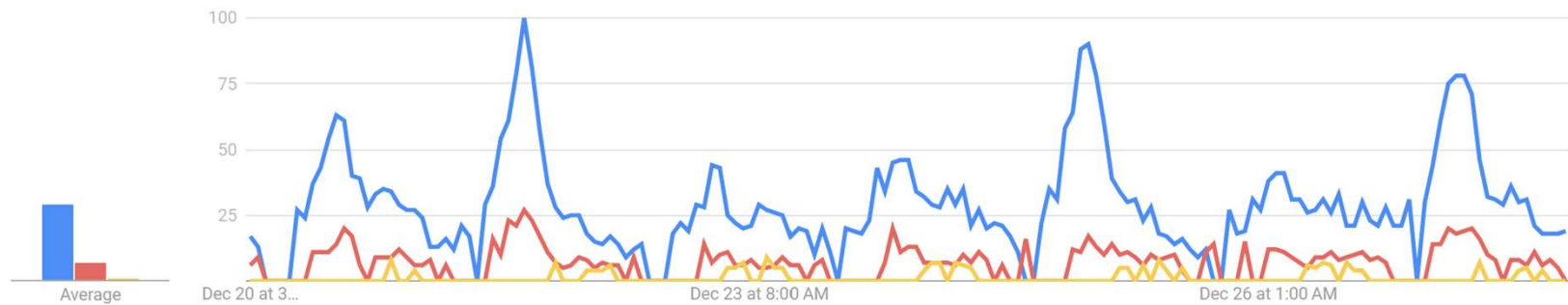
United Arab Emirates ▼

Past 7 days ▼

All categories ▼

YouTube Search ▼

Interest over time





Real-Time Trends Monitoring



Own Down Up Lost New Missing All

Show 10 entries

Search:

Excel

PDF

Print

News Trend	Own Article/URL	Rankings	Last Updated	Movement	Top Ranking URL	Ranking Comps
The NBA Finals SEO Q L G 0	Denver Nuggets cruise past Miami Heat in Game 1 of NBA Finals -	2 → 9 7	2023-06-02 11:19	-7 ↓	foxnews.com Adam Silver says NBA made decision on Ja Morant's firearm incident; waiting until NBA Finals are over	1
Spelling bee SEO Q L G 0	14-year-old Dev Shah of Florida wins Scripps National Spelling Bee with final word 'psammophile' -	1 → 2 1	2023-06-02 11:19	-1 ↓	npr.org And the winning word is: A 14-year-old from Florida wins the National Spelling Bee	1
National Donut Day SEO Q L G 100000	Friday is National Donut Day -	11 → 12 1	2023-06-02 11:00	-1 ↓	usatoday.com National Donut Day 2023 deals: Get free donuts at Krispy Kreme, Dunkin' and more Friday	2
Mike Pence SEO Q L G 20000	CNN to host Republican town hall with former Vice President Mike Pence June 7 -	13 → 19 6	2023-06-02 11:00	-6 ↓	latimes.com Mike Pence: Baseball is 'welcoming anti-Catholic bigots'	4
Mike Pence SEO Q L G 20000	Pence to announce 2024 presidential campaign on June 7 -	9 → 19 10	2023-06-02 11:00	-10 ↓	latimes.com Mike Pence: Baseball is 'welcoming anti-Catholic bigots'	4

Real-Time Trends Rankings

Content Creators



Content Experts





Power Tools:
Think Like an Expert

How to Have Endless Content Ideas:

- 1. Think Like a Content Expert**
- 2. Create Long Term Content Assets**
- 3. Apply Brain Science**

A wide-angle photograph of a massive concrete dam, likely the Zingst Dam in Germany. The dam is a curved, multi-tiered structure made of grey concrete. Water is flowing over the lower tiers, creating white, frothy cascades. The top of the dam has a walkway with a blue railing, where several people can be seen walking. The dam is situated in a valley with steep, green mountains on either side. In the background, a large body of water, the Zingst Lake, stretches towards the horizon under a blue sky with scattered white clouds. The word "Knowledge" is overlaid in large, bold, yellow letters on the left side of the image.

Knowledge

Content

Daily Newsletters

Subscriber Only

Bloomberg

Tech Daily

The big story

Attaining a partnership in a venture capital firm used to be a job for life. But a downturn in startup investment, and less independence at bigger funds, has spurred an [unusual number of partners](#) to walk away — or be pushed out.

Get fully charged

Chinese data center operator Yovole is said to be considering an initial public offering on [the US markets](#).

Amazon may have another union fight [in the new year](#).

Newsweek has created a “fairness” meter as a way of reestablishing trust [with its readers](#).

More from Bloomberg

Get Bloomberg Tech weeklies in your inbox:

- [Cyber Bulletin](#) for coverage of the shadow world of hackers and cyber-espionage
- [Game On](#) for reporting on the video game business
- [Power On](#) for Apple scoops, consumer tech news and more



TOGETHER WITH
SiteGround

Good morning.

Today's roundup:

- 1) How and why [Google is deleting Reviews](#).
- 2) [Forbes Fires Freelancers](#) Over Google's Site Reputation Abuse Policy.
- 3) New Google Merchant Center [Promotion For First Order Discount](#).

Shopper incentive	<div>Shopper incentive*</div> <div>Percent (%) off</div> <div>Discount percent*</div> <div>15%</div> <div><input type="checkbox"/> Apply discount to a quantity of items</div> <div><input type="checkbox"/> Limit maximum amount of money customers can receive</div>	<div>If you are receiving more than one promotion at a time (20% off items, free shipping with \$100 purchase), enter each one individually.</div>
Promotion conditions	<div>Enter what a shopper needs to do to be eligible for this promotion.</div> <div>Purchase minimum (optional)</div> <div>Examples: buy one, get one free; discount after spending \$100</div>	<div>Purchase minimum defines the criteria a shopper needs to meet in order to receive this promotion.</div>
Promotion title and ID	<div>Subscribe & Save</div> <div>First order</div> <div>Sign up for email</div> <div>Sign up for test</div> <div>Custom requirements (describe)</div>	<div>Eligibility requirements are the criteria a shopper must meet in order to receive this promotion, such as joining a loyalty program.</div> <div>Enter a title that describes your promotion and includes the value and spend requirements. To help your promotion get approved quickly, describe how monthly the title. Customers may test the title.</div> <div>Enter an ID to track your promotion. Reuse the same ID for future promotions.</div>

- 4) [OpenAI Expands ChatGPT](#) Search Access to All.
- 5) AI Crawlers [Account For 28% Of Googlebot's Traffic](#), Study Finds.
- 6) Google Warns: [Beware Of Fake Googlebot Traffic](#).
- 7) [LinkedIn Tests](#) New, Larger Video Display In-Stream.
- 8) [Is It Still Worth Adding Hashtags to Your Posts?](#)
- 9) [Google Ads Tests Double Serving Ads](#) From Same Advertiser On Same Page.
- 10) Google Says [It Makes No Sense To Block Disclaimer and Privacy Policy Pages](#).
- 11) Google Merchant Center Now [Lets You Select Your Payment Methods](#).
- 12) Video On Google [Exploit With End Points Reveal Interesting Ranking Signals](#).

Now available at [pika.art](#)

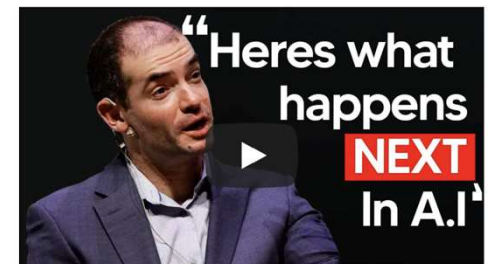


One of several GenAI video model competing with SORA.

1. [Pika 2.0](#) is live, and the main feature is “[Scene Ingredients](#)” where you upload your own characters, objects, and locations to build exactly the shots you want for truly “custom” videos—here are [some demos](#) (#5 is our fave!).
2. [SORA](#) is actually usable now, so if you pay for Plus or Pro, you can test it out. We rounded up all the help videos to walk you through how to use it—check [our article on it here](#).
3. [Alpha](#) from [Public](#) monitors your investment watchlist and explains price movements in real-time, giving you instant updates on stocks, ETFs, and crypto you follow.
4. [Cold Case Crackbot](#) is a custom GPT for Reddit sleuths and True Crime lovers—it helps you to investigate unsolved crimes by searching missing persons databases and guiding you on how to organize your research.
5. [No more copyright](#) creates unique, copyright-free versions of your images that you can freely use for creative projects.
6. [Accio](#) matches you with the perfect suppliers by analyzing market trends and industry data to help you source products.
7. [Just GPT IT](#) lets you show your coworkers how to use ChatGPT instead of asking you the same question over and over ([demo](#)).

[See our top 51 AI Tools for Business here!](#)

Around the Horn.



Ilya Sutskever Just Revealed The Next BIG THINGS In AI (Superintelligence Explained)

Use Note Apps!



Evernote

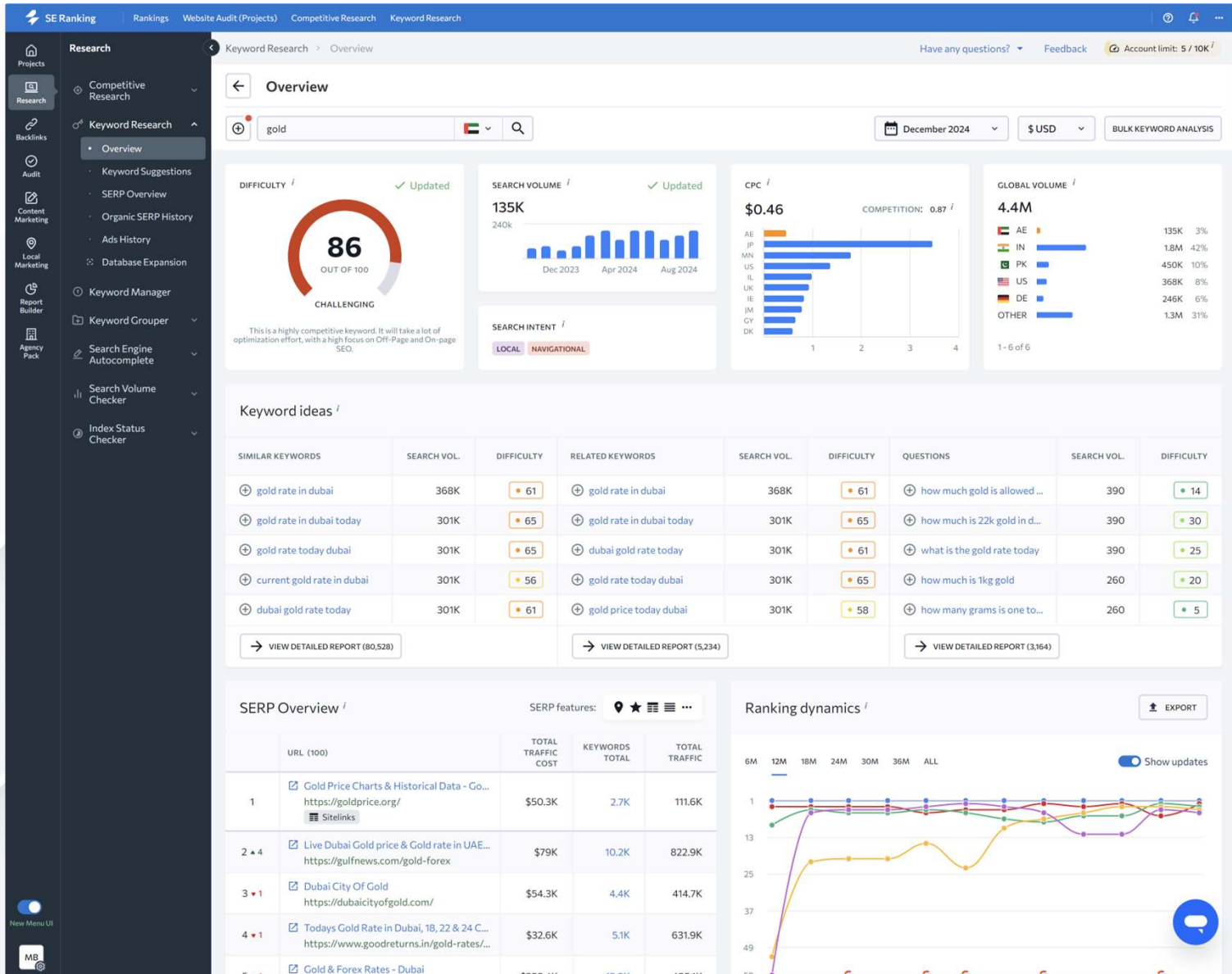


ClickUp



Notion

Keyword Research



New Menu UI

MB

	gold				December 2024		\$ USD	BULK KEYWORD ANALYSIS
Similar Related Questions Low Search Volume								
<div>BY NUMBER</div> <div>BY VOLUME</div>		<input type="checkbox"/>	KEYWORD	DIFFICULTY	SEARCH VOL.	TREND	SEARCH INTENT	SERP FEATURES
All keywords 80.5K		<input type="checkbox"/>	gold	86	135K			
> price	9.5K	<input type="checkbox"/>	gold rate in dubai	61	368K			
> rate	5.8K	<input type="checkbox"/>	gold rate in dubai today	65	301K			
> today	4.4K	<input type="checkbox"/>	gold rate today dubai	65	301K			
> rose	4.3K	<input type="checkbox"/>	current gold rate in dubai	56	301K			
> dubai	3.7K	<input type="checkbox"/>	dubai gold rate today	61	301K			
> white	3K	<input type="checkbox"/>	gold price today dubai	58	301K			
> watch	2.9K	<input type="checkbox"/>	today gold rate in dubai	65	246K			
> black	2.8K	<input type="checkbox"/>	gold rate in uae	63	201K			
> ring	2.7K	<input type="checkbox"/>	current gold price in dubai	61	165K			
> gram	2.1K	<input type="checkbox"/>	today gold rate in uae	63	165K			
> coast	2K	<input type="checkbox"/>	today gold rate uae	60	165K			
> bracelet	1.9K	<input type="checkbox"/>	gold rate today	62	165K			
> gym	1.9K	<input type="checkbox"/>	gold rate today gold rate	62	165K			
> necklace	1.7K	<input type="checkbox"/>	dubai gold souk	70	165K			
> malabar	1.7K	<input type="checkbox"/>	current gold rate in uae	58	165K			
> online	1.7K	<input type="checkbox"/>	current price of gold in dubai	57	165K			
> chain	1.6K	<input type="checkbox"/>	golds	62	135K			
> designs	1.6K	<input type="checkbox"/>	today gold rate dubai	65	110K			
> carat	1.5K	<input type="checkbox"/>	22 carat gold rate in dubai today	62	90.5K			
> buy	1.4K	<input type="checkbox"/>	gold rate today dubai 22 carat	59	90.5K			
> diamond	1.4K	<input type="checkbox"/>	dubai gold rate	63	90.5K			
> jewellery	1.4K	<input type="checkbox"/>	today 22k gold rate in uae	61	90.5K			
> live	1.2K	<input type="checkbox"/>	gold price in dubai today 22 carat	58	90.5K			
> 1	1.2K	<input type="checkbox"/>	dubai city of gold rate	58	90.5K			
> uae	1.2K	<input type="checkbox"/>	gold rate in dubai today 22 carat	58	90.5K			
> earrings	1.1K	<input type="checkbox"/>	gold price	83	74K			
> silver	1.1K	<input type="checkbox"/>	dubai city of gold	81	74K			
> one	1.1K							
> medal	1.1K							

gold		🇪🇬	🔍	December 2024			
Similar		Related		Questions		Low Search Volume	
KEYWORD	DIFFICULTY	SEARCH VOL	TREND	SEARCH INTENT	SERP FEATURES		
gold	86	135K					
how much gold is allowed from dubai to india	14	390					
how much is 22k gold in dubai today	30	390					
what is the gold rate today	25	390					
how much is 1kg gold	20	260					
how many grams is one tola of gold	5	260					
how much is 1 gram of gold in dubai	22	260					
how much is 24k gold in dubai today	24	210					
what is today's price of gold	45	210					
how much is 1 gram of gold in uae	21	170					
how much is 22k gold in uae today	25	140					
how much is 1 tola of gold in grams	4	140					
what is the 22 carat gold price in dubai	24	140					
is platinum more expensive than gold	14	140					
how is gold price calculated	16	110					
how much is 24k gold per gram in uae	26	110					
how much gold can i carry to india from dubai	14	110					
how much is the 18k gold per gram	15	90					
how many gold medals india won in olympic	21	90					
how much per gram of 18k gold in uae	23	90					
how many gold medal india won in olympics	21	90					
what is the 22 carat gold price today in dubai	24	90					
will gold rate decrease in coming days 2023	25	70					
which is more expensive platinum or gold	18	70					
how much is 24k gold per gram in dubai	27	70					
how much is gold per gram in uae	25	70					
how much is 1 tola of gold	7	70					
how much gold can carry from dubai to india	13	60					
does wearing gold bring good luck	6	10					
which is best joyalukkas or malabar gold	12	10					
how much is 24 carat gold in dubai today	33	10					
what is the best gold stock to buy	29	10					
can you wear white gold and gold together	10	10					
which company gold is best	35	10					
what is ingot gold	20	10					
which irish gold cream is best for fair skin	6	10					
is gold bleach good for face	0	10					
is white gold better than yellow gold	16	10					
what is 22k 916 gold	14	10					
what is the price of 24k gold in hyderabad	31	10					
how much gold can you carry out of uae	14	10					
how much gold is in a rolex presidential	10	10					
what is 22 carat gold price today in kerala	15	10					
how much does 24k gold cost in dubai	21	10					
is gold cheaper in uae	19	10					
can i buy gold from dubai as a tourist	9	10					
is white gold better than gold	11	10					
how much does 1 gram of white gold cost	16	10					
what is the cost of 1kg of gold	0	10					
what is more valuable than gold or diamond	9	10					
how much is 1 kg of gold in us dollars	19	10					
what is the price of 22 carat gold in india	57	10					
how much does an olympic gold medal cost	38	10					
is it worth buying gold sovereigns	0	10					
is white gold cheap	14	10					

Export Research Ae Suggestion Keywords History Questions Usd 2025 ...				
	Keyword	Difficulty	Search vol.	Search intent
1	gold	88	135000	L, N
2	how much is 22k gold in dubai today	28	590	I
	how much gold is			

take this list of search keywords and create 250 titles for articles along with a short description

History and Origins

- 1. The History of Gold Mining Around the World
- 2. How Gold Shaped Ancient Civilizations
- 3. Famous Gold Rushes in History
- 4. The Discovery of Gold: Myths and Legends
- 5. Gold's Role in Ancient Currency Systems

Gold as an Investment

- 6. Is Gold Still a Safe Haven Investment?
- 7. Gold vs. Cryptocurrencies: Which is Better?
- 8. How Central Banks Use Gold Reserves
- 9. Investing in Gold ETFs: What You Need to Know
- 10. Physical Gold vs. Digital Gold: Pros and Cons

Market Trends

- 11. How Global Events Impact Gold Prices
- 12. Predicting Gold Prices: Fact or Fiction?
- 13. The Role of Inflation in Gold Demand
- 14. Gold Prices in Different Currencies: A Comparative Analysis
- 15. Why Does Gold Demand Spike During Economic Crises?

Cultural Significance

- 16. Gold in Indian Weddings: A Timeless Tradition
- 17. The Symbolism of Gold in Ancient Egypt
- 18. Gold in Hollywood: Iconic Moments and Jewelry
- 19. The Role of Gold in Chinese New Year Celebrations
- 20. Gold in Religious Art and Artifacts

Science and Technology

- 21. How Gold is Used in Electronics
- 22. Gold in Medicine: Past and Future Applications
- 23. The Process of Gold Refining: From Ore to Pure
- 24. How NASA Uses Gold in Space Exploration
- 25. Gold Nanoparticles: The Future of Technology

Jewelry and Luxury

- 26. Why Gold is the Most Desired Metal for Jewelry
- 27. The Most Expensive Gold Jewelry Pieces Ever Made
- 28. Understanding Gold Purity: 10K, 14K, 18K, and 24K
- 29. How to Spot Fake Gold Jewelry
- 30. The Evolution of Goldsmithing Techniques

Geography of Gold

- 31. The Largest Gold Mines in the World
- 32. Countries with the Highest Gold Reserves
- 33. The Environmental Impact of Gold Mining
- 34. How Gold is Extracted in Modern Mines
- 35. Hidden Gold Treasures Yet to Be Found

Gold and Economics

- 36. The Gold Standard: What It Was and Why It Ended
- 37. How Gold Reserves Back Up National Economies
- 38. Why Gold is Used as a Benchmark for Wealth
- 39. The Global Trade Routes for Gold
- 40. Gold and Cryptocurrency: A Future Together?

Gold Myths and Curiosities

- 41. Gold in Folklore and Fairy Tales
- 42. Is There Gold in Meteorites?
- 43. The Science Behind Gold's Yellow Glow
- 44. How Much Gold Exists in the World?
- 45. Can Gold Be Created in a Laboratory?

Practical Guides

- 46. How to Buy Gold Safely Online
- 47. Understanding Gold Hallmarks and Certifications
- 48. The Best Places to Sell Your Gold
- 49. How to Clean and Maintain Gold Jewelry
- 50. Gold Investment for Beginners: A Step-by-Step Guide

Famous Gold Stories

- 51. The Largest Gold Nugget Ever Found
- 52. The Mystery of the Lost Gold of the Incas
- 53. How Gold Funded Major Wars in History
- 54. Tales of Famous Gold Heists
- 55. Gold in the Titanic: Fact or Fiction?

Gold in Popular Culture

- 56. Gold as a Status Symbol in Music Videos
- 57. Why Gold Medals Aren't Pure Gold
- 58. The Role of Gold in James Bond Films
- 59. Gold in Video Games: From Treasure Hunts to Currency
- 60. Iconic Gold Logos in Branding and Advertising

Gold and Sustainability

- 61. Is Gold Mining Sustainable?
- 62. How Recycled Gold is Changing the Industry
- 63. The Role of Ethical Gold in Modern Jewelry
- 64. Alternatives to Gold in Technology
- 65. The Impact of Gold Mining on Indigenous Communities

Fun Facts

- 66. Why Does Gold Never Rust?
- 67. The Science of Gold's Malleability
- 68. Why Gold is Found in Rivers and Streams
- 69. The First Human to Discover Gold
- 70. The Most Bizarre Uses of Gold in History

Global Gold Insights

- 71. Gold Markets in Dubai: What Makes Them Unique?
- 72. Exploring the Gold Souks of the Middle East
- 73. The Role of Gold in African Economies
- 74. Gold in Swiss Banks: Why It's Stored There
- 75. The Growing Demand for Gold in Southeast Asia

Gold for the Future

- 76. Will Gold Still Be Valuable in 100 Years?
- 77. The Role of Gold in Renewable Energy
- 78. Gold and AI: A Surprising Connection
- 79. Innovations in Gold Recycling Technology
- 80. The Future of Gold in a Digital World

Specialized Content

- 81. How Gold Plays a Role in High-Fashion Runways
- 82. Gold Mining Robots: The Next Frontier
- 83. Exploring the World's Gold Museums
- 84. The Rise of Gold Coins as Collectibles
- 85. Gold in Modern Architecture

Comparative Content

- 86. Gold vs. Silver: Which Should You Choose?
- 87. Gold vs. Diamonds: A Clash of Luxuries
- 88. Gold vs. Platinum: What's the Difference?
- 89. The Cultural Role of Gold vs. Jade
- 90. Gold vs. Precious Gems: Investment Potential

Stories of Wealth

- 91. How Billionaires Invest in Gold
- 92. Stories of Families Built on Gold Fortunes
- 93. The Gold Moguls of Modern Times
- 94. The Connection Between Gold and Royalty
- 95. How Gold Has Created Empires

Educational Content

- 96. The Basics of Gold Assaying
- 97. Gold Mining as a Career: Opportunities and Challenges
- 98. Understanding Gold Trading Platforms
- 99. Why Gold is Key to Understanding Human History
- 100. How to Start a Gold Collection

Create Content Assets

Content Plan & Calendar

Content Calendar Plan

1. **Search Trends** – starts, peaks, declines
2. **Annual Content** – holidays, events, important dates
3. **In-Demand** – what does your audience want?
4. **Business Needs** – what do you want to push?
5. **Plan content type and priority** – format and presentation

[illegible]



A three-tiered pyramid diagram. The top tier is orange and labeled 'HERO'. The middle tier is dark blue and labeled 'HUB'. The bottom tier is a lighter blue and labeled 'HELP'. The pyramid is centered on a background of light gray geometric shapes.

HERO

HUB

HELP

Consistent
demand topics

“Always-on”
content designed
for core audience



HERO

**Regularly released
content**

HUB

**Entertains/Informs
the audience and
bring engagement**

**Consistent
demand topics**

HELP

**“Always-on”
content designed
for core audience**

WOW! High impact content

HERO

Authority, Awareness, and Engagement

Regularly released content

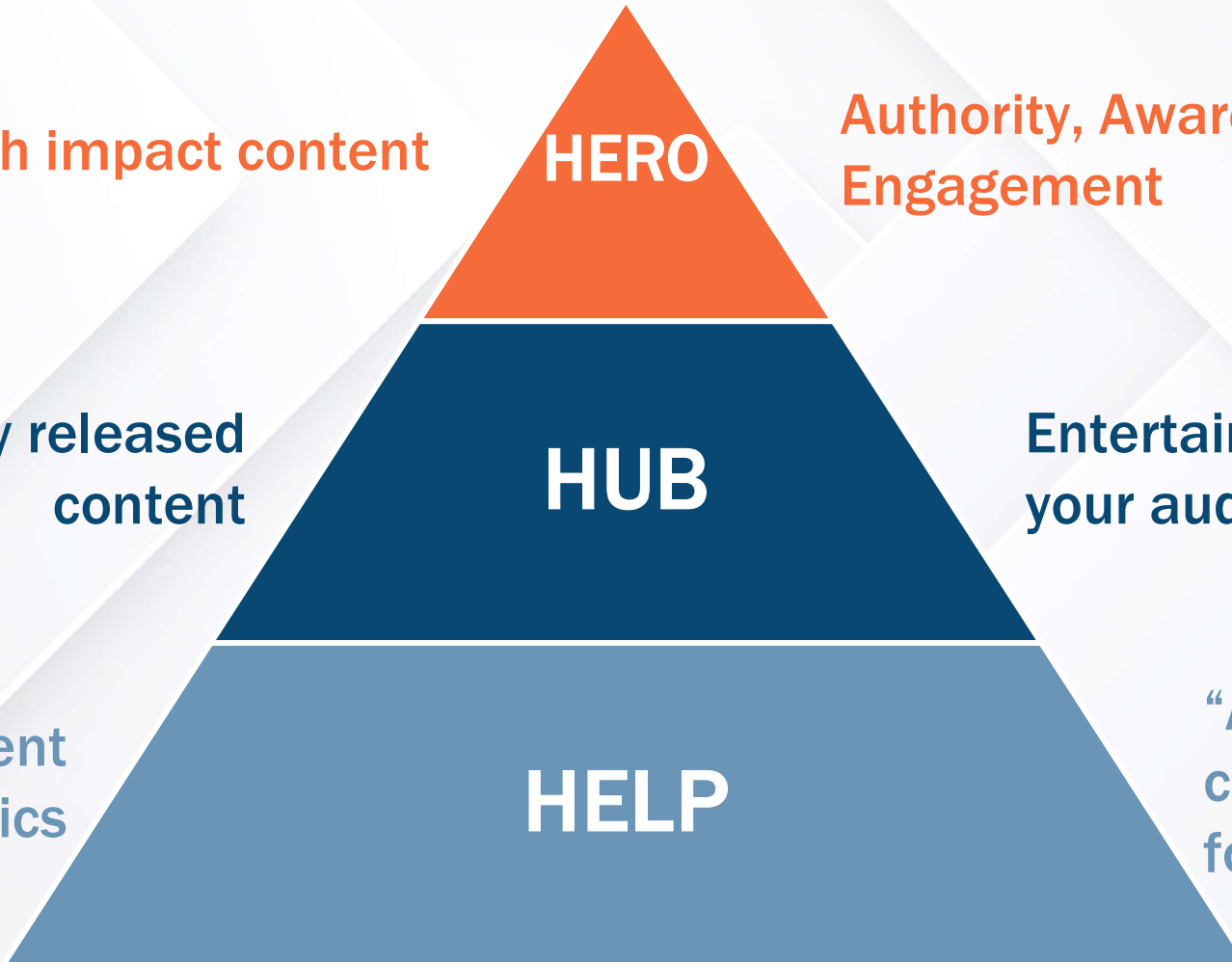
HUB

Entertains & informs your audience

Consistent demand topics

HELP

“Always-on” content designed for core audience



Content Asset: Hiking Creator

- Local knowledge
- Historical documents
- Expert contributions
- Photos
- Videos
- Interviews



Content Calendar

Content Demand

People need information at different points of the purchase and decision cycle.

Events & Holidays

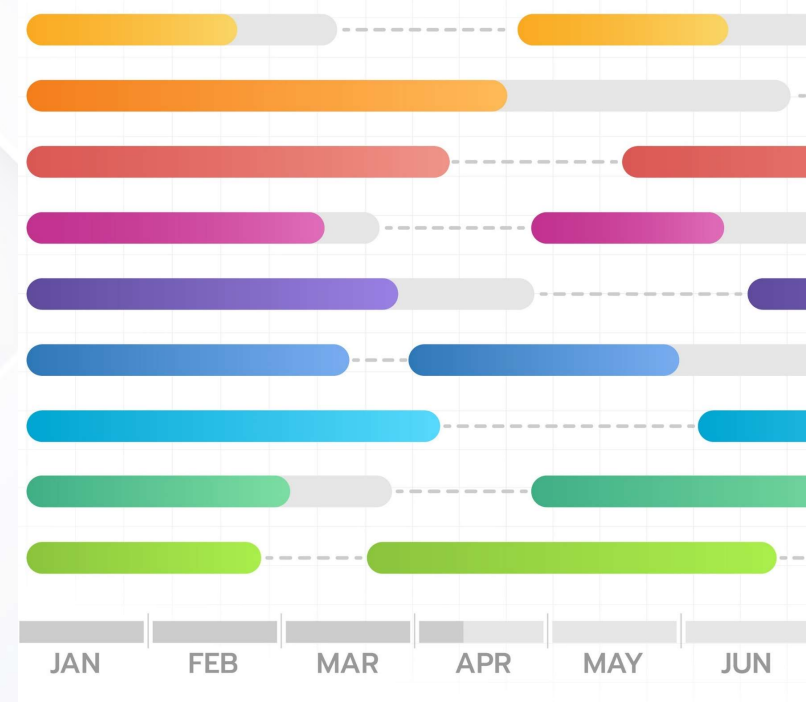
Predictable events in the year can be used to leverage content distribution.

Search Trends

Keyword research provides demand trends for keywords and content.

Planned Distribution

Align content, production, media, and platform distribution to the schedule and expected outcomes.



Content Distribution



Responses Gathered

Social Media, Influencers, Responses, Hashtags, User-Generated Content



Content Repurposed

Added content from influencers and users. Created new media, re-deployed existing media, developed how-to, top 10, and expert recommendations.



Information Gained

Captured data and information were added to the hiking guide to grow the content, expertise, knowledge. This made the company an expert resource in the industry.



Content Curation



Create list of trusted experts



Share their content with added opinion

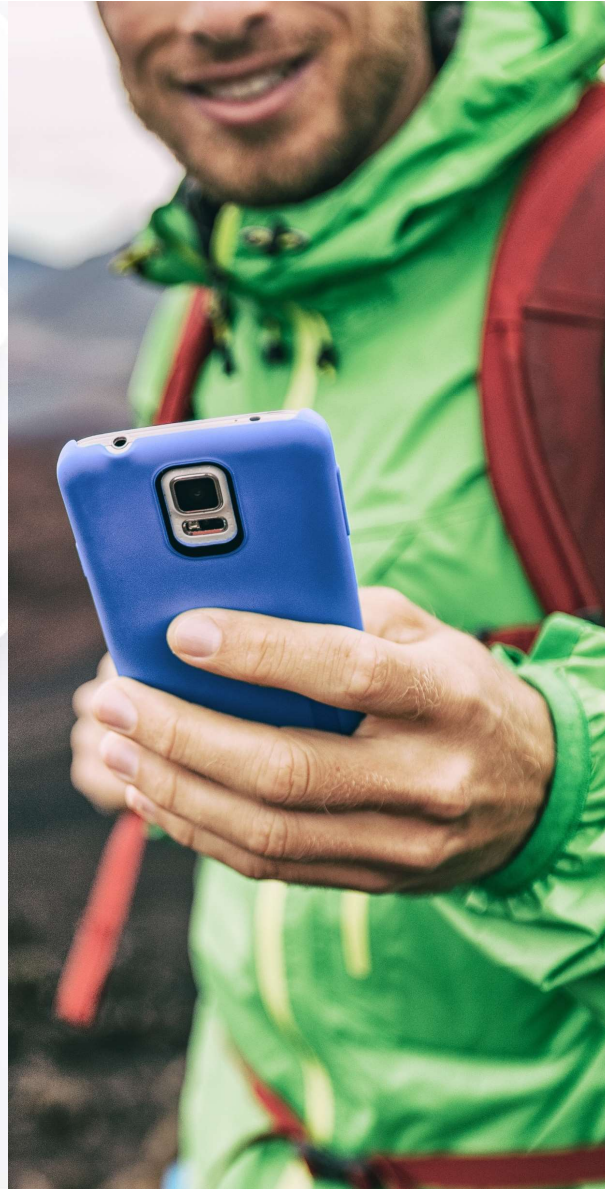


Add value, context and insights



Build credibility to become a trusted voice

Expert Content Planning



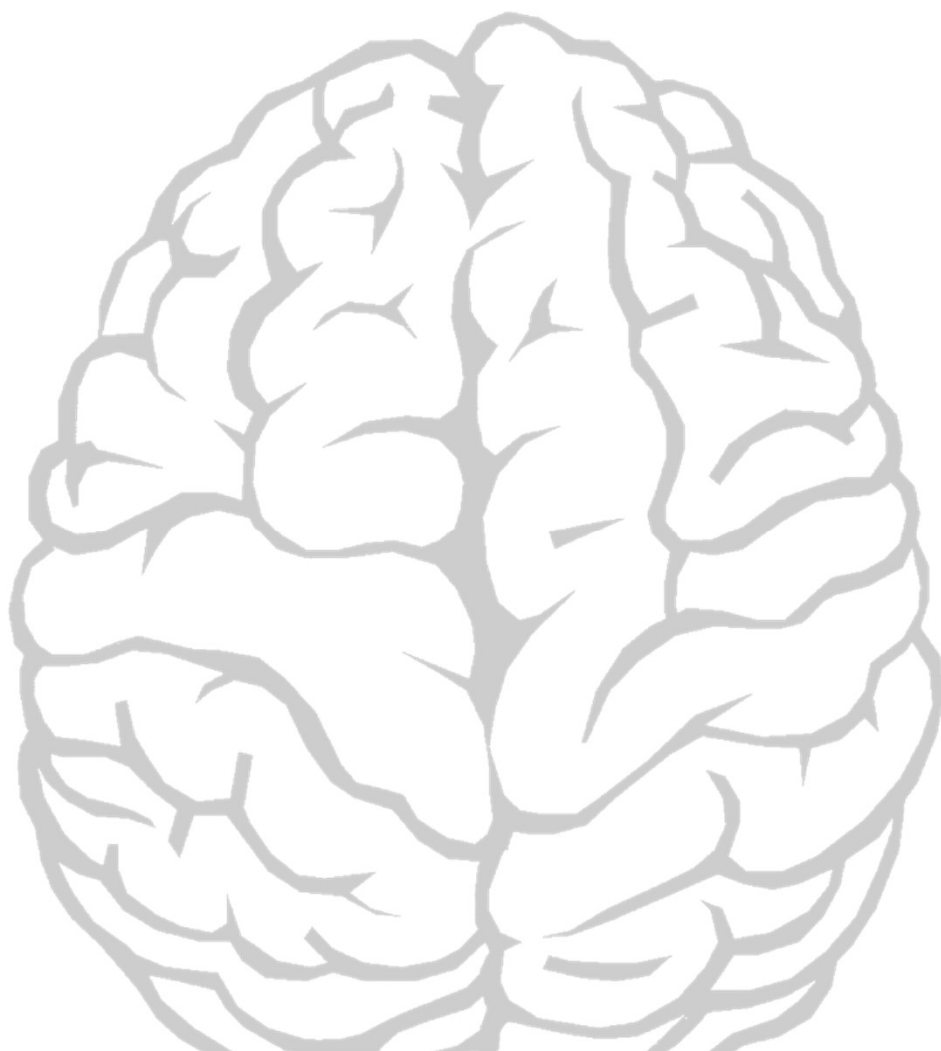
Creator Results:
400% increase of
business

Created revenue of
\$1.05 Million USD

Apply Brain Science

The Neuroscience of Storytelling





Left

Right

WHY?
Explanation

WHAT?
Statement

Validate:

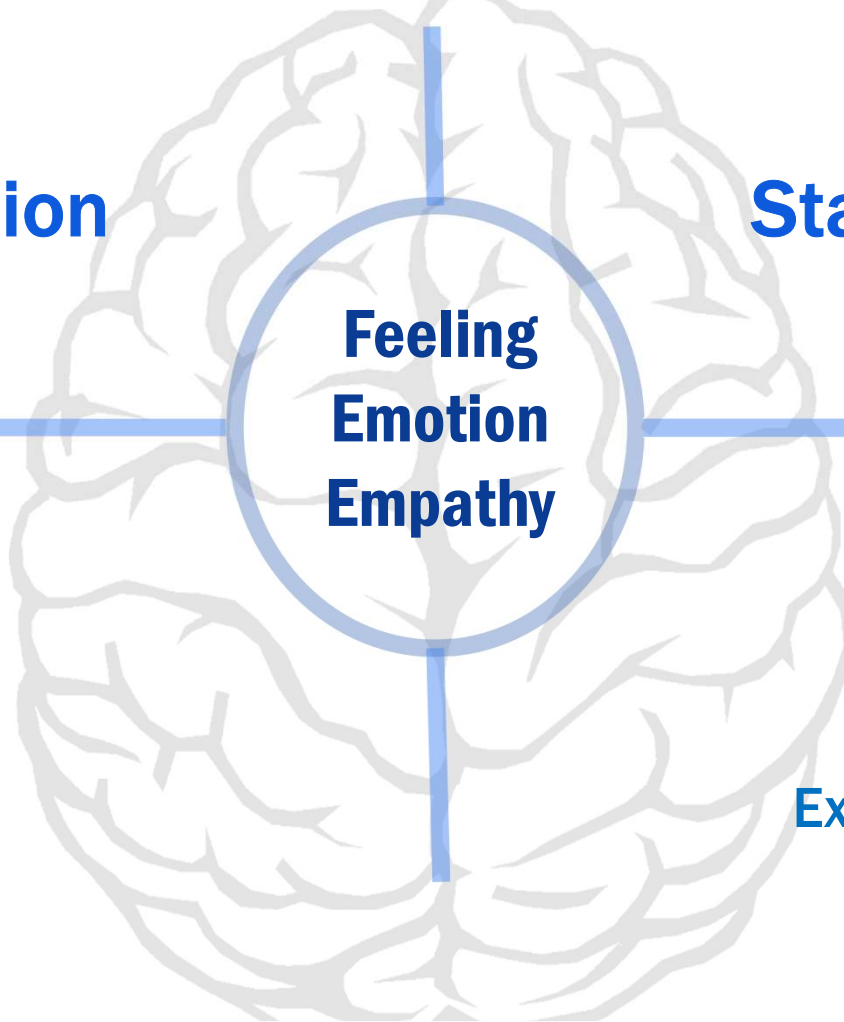
Facts
Quotes
Opinions
Ratings
Reviews

Illustrate:

Metaphor/Simile
Image
Example & Experience
Word Pictures
Stories

Conscious
Words

Feeling
Emotion
Empathy



Illustrate: Experience

- Data **Mash-ups**
- **Collaboration**
- **Micro-Experiments**
- Individual & Social **Challenges**
- Digital **Archeology**
- Brand / Experience **Autopsy**

- 1. Statement**
- 2. Explanation**
- 3. Fact**
- 4. Opinion**
- 5. Example/Experience**
- 6. Simile (It's like...)**



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New Media
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الإعلام
الجدید

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Duke
UNIVERSITY

RUTGERS

PURDUE
UNIVERSITY

The
George
Washington
University
WASHINGTON DC

USF UNIVERSITY OF
SOUTH FLORIDA

in LEARNING



Microsoft

Google

IBM

bp



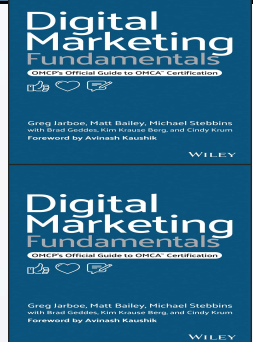
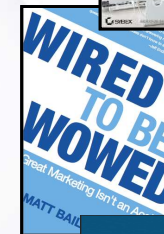
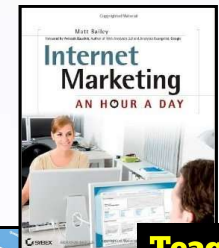
Johnson & Johnson

Disney



YAMAHA

Lenovo



Thank you!



Today's Presentation



Linked 

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EndlessCoffeeCup

SiteLogic.com



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Social Media
Professional Program

NMA.AE

Top 10 POWER TOOLS for Crafting Endless Content Ideas

Matt Bailey

Lead Instructor,
New Media Academy

أكاديمية
الإعلام
الجدید

THANK YOU

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