Blog Categories Brainstorm by Lorelle VanFossen

This form is designed to help you structure or restructure your site's categorization and organization. It is designed to drill into your mission statement and site purpose to keep on you on track, motivated, and inspire content ideas. Please be as specific as possible. It is recommended you follow recommended timings for each section, though you may take time between each step to mentally process the data.

1. Brainstorm the keywords and phrases that most describe the purpose of your blog's content. Use more paper if necessary. Time: 25 minutes minimum.								

2. Group the above keywords into 4-7 groups of related content with the "title" at the top. Time: 30 minutes min.							
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3. From each group above, write a minimum of 5 article titles each, not articles. If you have 5 groups, five article titles each equals 25 article ideas. Struggling to come up with 3 titles for a group, it's time to reconsider the group. Come up with 300 titles for a group, consider throwing the rest away and refocusing on that topic. Time: 20 min. 1 2 3 4 5 6 7 8 9 10 4. As you worked on these lists, how did you imagine the content presented on your site? Time: 2 minutes. □ Combination □ Other _____ □ Audio □ Images/Graphics □ Words □ Video By the time you have completed this exercise, you will have: 1. Established your categories (groups) of topics to blog about on your site. 2. Created a list of tags or keywords to define your site's content, which may be used as tags for microcategorization and navigation on your site tag cloud. 3. Created a minimum to do list of article topics for your site.

4. Determined the format in which you will present your material.

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