



Template: Comment-Driven Blog Post Creation Checklist

Generated: 7/28/2026

Based on Article: "The 2026 Engagement Content Loop: How to Turn Comments into Your Next Blog Post"

Website: <https://scaleblogger.com>

A practical checklist to help transform audience comments into valuable blog post content.

Checklist Items:

- ☐ **1. Collect Recurring Questions**
Review comments from your blog, social media replies, and community threads to identify frequently asked questions and concerns from your audience.
Reference Section: What if your best blog idea is already sitting in the comment section?
- ☐ **2. Group Comments by Intent**
Categorize the collected comments into groups based on their intent, such as questions, pain points, and contradictions.
Reference Section: What if your best blog idea is already sitting in the comment section?
- ☐ **3. Draft an Outline**
Create an outline based on the strongest patterns of grouped comments, ensuring to address each major question or concern.
Reference Section: What if your best blog idea is already sitting in the comment section?
- ☐ **4. Expand Using AI**
Utilize AI tools to expand your outline while maintaining the authentic voice of your audience. This helps in creating a more engaging article.
Reference Section: What if your best blog idea is already sitting in the comment section?
- ☐ **5. Write the Article**
Draft the blog post by directly answering the original comments and branching out to related objections and follow-up questions.
Reference Section: What if your best blog idea is already sitting in the comment section?
- ☐ **6. Identify Promotion Angles**
After publishing, revisit the comments to find new angles for promoting the article through social media and other channels.
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- ☐ **7. Evaluate Comment Types**
Use the provided framework to assess which types of comments warrant expansion into full blog posts based on their potential.
Reference Section: The hard truth: not every comment deserves a blog post

☐ **8. Test for Search Intent**

Determine if the comment can stand alone as a search query, looking for specific phrases that indicate a deeper need for information.

Reference Section: The hard truth: not every comment deserves a blog post

☐ **9. Monitor Engagement Post-Publication**

Track the performance of the new blog post and continue to engage with comments to gather insights for future content.

Reference Section: What if your best blog idea is already sitting in the comment section?