

## Research: Question Analyzer

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Hi, Eric here. Today we're talking about the power of answering questions. Let's start by thinking about search behavior. When we want to get information, what do we do? We often ask questions. We ask our friends, we ask our communities, and we ask our favorite search programs. And we want simple, clear answers. We don't want ads that just match our keywords. Imagine asking a friend for a recommendation on a good place to grab dinner. What if, instead of talking about the food or the great service, he just handed you a list of places nearby that paid him so you would mention them first. You'd probably stop asking that friend's advice. Online search is much the same. Is there potential in the ads at the top? Sure. But most of scroll right past to the organic results. It's not surprising then, that most of these top results share something in common. They are designed to directly answer relevant questions.

To find out what questions your audience is asking you could conduct surveys, set up listening sessions, one-to-one meetings, or go through your existing customer service requests. This is definitely important and should be a part of our customer engagement strategy, but it takes time. Buzzsumo's Question Analyzer can help you do this quickly and at scale. It analyzes thousands of forums across the web to reveal the actual questions your customers and potential customers are asking.

We'll start by entering one of our content topics. Buzzsumo will find and group questions related to the topic. The word cloud shows us the subtopics that people ask about most. Subtopics are also great content niches to explore in saturated competitive landscapes. For example, in this search for headphones, customers are asking most about wireless headphones. This immediately gives us options for better structure and content. Should we narrow the scope of our main topic? Instead of just focusing on headphones, maybe our article should focus on wireless headphones, pricing tiers, or the relationship between headphones and speakers.

Under each subtopic we can drill down to see the actual questions asked and the source. Note: each listing is just a sample of the questions. By clicking on the magnifying glass, we can look at the entire list within the subtopic, sorted by the most recent date it was asked. You'll also notice under each subtopic other related keywords. Make note of these other opportunities. You might even want to copy and paste them into a keyword planner to check the monthly search volume. We can then add specific questions and topics to our content plan.

Moving into the sidebar, you'll notice a sources list. This will show you the most popular forums where these questions tend to appear. We recommend bookmarking

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those sites to keep track of regularly. Once we've identified the right questions, we can either create a relevant post and share the link in the forum, or we can simply answer the question directly on the site. Both methods can have significant impact on driving up our authority.

If we already know which forums our customers use, we can search by forum or subreddit instead of keyword. As in the other content research features, we can filter questions by time period. We can also filter by type of forum, exclude or include sites, or limit results to specific country domains.

To recap, our audience wants answers not ads. We need to design content to be the best answers possible for our topics. The Question Analyzer can help us scale up these efforts quickly. And we need to stay engaged with the top forums, either through direct conversation or continually feeding this information into the content on our site.