

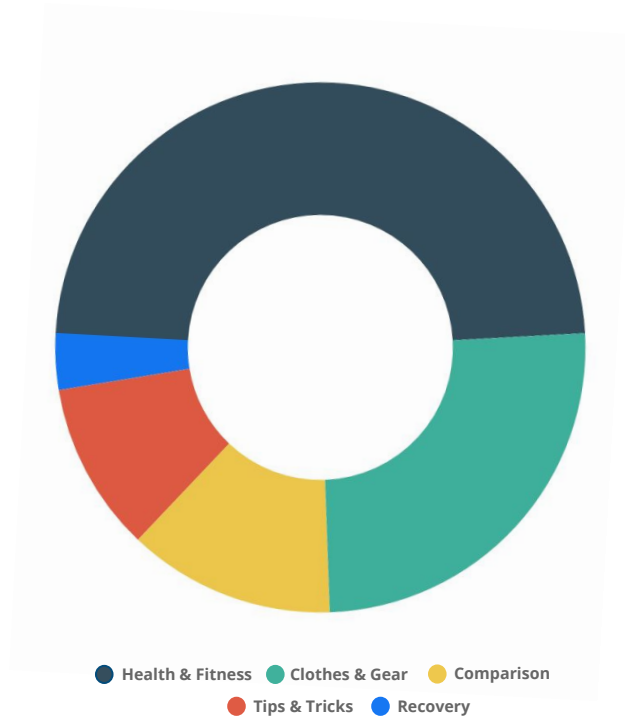


**Ideating Running Content
With Search Data**

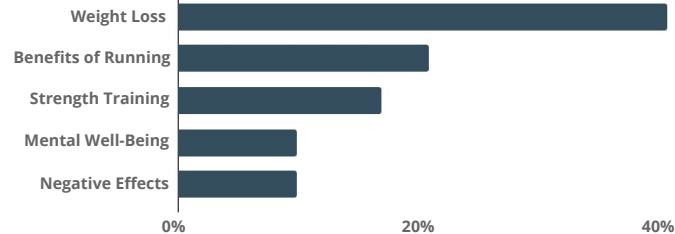
Activewear



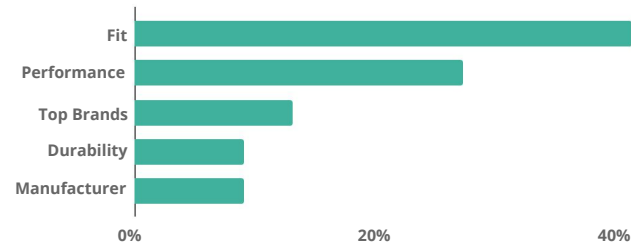
The most popular questions being asked on Google about running are related to health & fitness, more specifically about weight loss and strength training.



Micro Topics:
Health & Fitness



Micro Topics:
Clothes & Gear





Digging deeper, the specific questions that runners are asking about **health & fitness** on Google are:

Weight Loss

- How much fat does running burn?
- Will running make my butt smaller?
- Will running burn belly fat?
- What is a weight loss plan for running?
- Will running make me skinnier?
- How does running change your body shape?
- Can running make you gain weight?

Benefits of Running

- How does running help your body?
- Why is running good for you?
- Why is running the best exercise?
- Can running lower blood pressure?
- Can running decrease cellular aging?
- How has running changed your life?

Strength Training

- Will running give you abs?
- Will running tone legs?
- Can running build muscle?
- Running and strength training?
- Running and weightlifting?

Mental Well-Being

- What does running do to your brain?
- What are the effects of running and depression?
- "Running is my therapy"

Negative Effects

- Can running cause diarrhea?
- Why is running bad for you?
- Why does running make me poop?



Digging deeper, the specific questions that runners are asking about **clothes & gear** on Google are:

Fit	Performance	Top Brands
<ul style="list-style-type: none">• Are running shoes supposed to be tight?• How should running shoes fit?• What running shoe is best for me?• What running shoe is best for me quiz• Which running shoes are right for me?	<ul style="list-style-type: none">• Are running shoes good for walking?• Are running shoes non slip?• Are running shoes good for hiking?• Can running shoes be used for walking?• Are running shoes good for work?	<ul style="list-style-type: none">• What running shoes should I get?• What is the best running brand?• What is the best running shoe?
Durability	Manufacturer	
<ul style="list-style-type: none">• Which running shoes last the longest?	<ul style="list-style-type: none">• What running shoes are made in the USA?	



Digging deeper, the specific questions that runners are asking about **comparison**, **tips & tricks** and **recovery** on Google are:

Comparison

- Running or walking?
- Running or walking better for weight loss?
- Running versus walking calories?
- Running vs biking
- Running or HIIT for fat loss
- Running vs spinning
- Running vs jump rope
- Running vs elliptical

Tips & Tricks

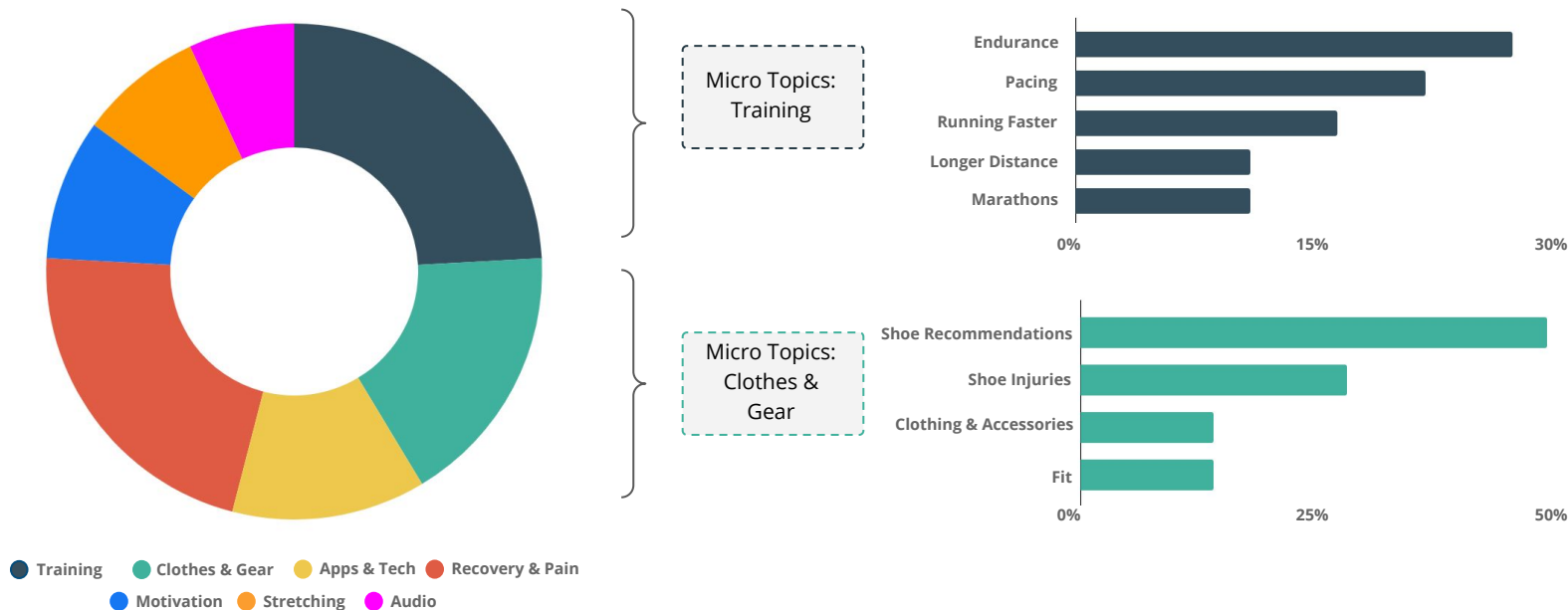
- What is a safe heart rate for running?
- How do you breathe while running?
- Running for beginners
- How do you run in 90 degree weather?
- Running in humidity

Recovery

- When running my shins hurt
- Running and knee pain
- Running and lower back pain



The most popular questions being asked on **Reddit** about running are related to training, more specifically about endurance and pacing.





Digging deeper, the specific questions that runners are asking about training on **Reddit** are:

Endurance	Pacing	Running Faster
<ul style="list-style-type: none">• Any good workouts for increasing leg endurance?• How to gradually build my stamina again?• Is training in high heat beneficial to endurance running?	<ul style="list-style-type: none">• What kind of pace to set for a consistent run?• Is my half marathon goal pace realistic?• Have been struggling to hit my normal pace, what am I doing wrong?	<ul style="list-style-type: none">• Getting quicker, but how?• How do I get faster?• Do your easy runs get faster?
Longer Distances	Marathons	
<ul style="list-style-type: none">• Recovery runs while increasing mileage?• Advice for going longer distance?	<ul style="list-style-type: none">• Marathon possible in four weeks?• Just completed a half-marathon PB and wondering how one should feel during/after PB effort?	

Click [blue](#) links to view applicable subreddits.



Digging deeper, the specific questions that runners are asking about **clothing & gear** on **Reddit** are:

Shoe Recommendations	Shoe Injuries
<ul style="list-style-type: none">• Hoka EVO Speedgoat vs Hoka Torrent 2 vs Peg 36 Trail?• 6 foot, 260 lbs man looking for trail runners?• Switching between minimal and normal running shoes?	<ul style="list-style-type: none">• New running shoes rubbing on both outside ankle bones - do I need to return or will they "break in"?• Hot feet after 4K mark. I have good fitting shoes but still makes me uncomfortable.• New running shoes and calf pain
Clothing & Accessories	Fit
<ul style="list-style-type: none">• Running socks - worth the investment?• Which high-end running shorts are worth the money?	<ul style="list-style-type: none">• How long till you decide if new running shoes are a good fit for you?

Click [blue](#) links to view applicable subreddits.



Digging deeper, the specific questions that runners are asking about **apps** & **tech**, **recovery**, **motivation**, **stretching** and **audio** on **Reddit** are:

Apps & Tech

- [Anyone have recommendations for an Apple Watch run app?](#)
- [Fed up with Endomondo as the service is dying - what's next?](#)
- [What watch/app combo do you use?](#)
- [Runners, what is your favourite app to keep track of your runs?](#)

Recovery & Pain

- [Unusually tense and sore quads immediately after short run?](#)
- [Anyone have a good injury recovery training schedule?](#)
- [What is your self care routine after a run?](#)
- [Tips for very sore thighs / top of legs after running?](#)

Motivation

- [How to get motivated after time off?](#)
- [Got frustrated after running. What do I do?](#)
- [How do I get out of the "I hate running" mindset again?](#)
- [Any ideas to stay motivated running in a city centre?](#)

Stretching

- [Is stretching a waste of time?](#)
- [In need of a time effective post run stretching routine?](#)
- [What's your mobility/stretching routine?](#)

Audio

- [Who here listens to audiobooks or podcasts instead of music while running?](#)
- [Best running audiobook?](#)
- [Favourite running podcast?](#)
- [What are your favourite albums to run to?](#)

Click [blue](#) links to view applicable subreddits.

Key Takeaways

From the Ideating Content With Search Data Case Study

Content & Messaging — Answer the Audience's Questions: In the Running Content Case Study we determined that educational/tutorial style content pieces are often some of the highest performing posts across all major social platforms. Taking inspiration from the audience's Google searches & reddit advice threads around niche run-related topics can help ideate top-performing content.

Based on our analysis of Google search data, consider creating content 'buckets' to answer these audience questions:

- **Hardware & Apps:** Which pieces of gear & which apps suit various types of runners and their specific needs?
- **Recovery & Pain:** How can runners enjoy & achieve while avoiding pitfalls? Do any ambassadors have advice?
- **Motivation:** What gets a runner up in the morning? How can they dig deep and draw inspiration to push farther?
- **The Soundtrack:** How do different types of runners use music, podcasts, and audiobooks to enhance running?
- **Training Routines:** How should training vary depending on different runners' goals?
- **Gear & Apparel Pitfalls:** What are the downsides of various types of gear? Address the actual pitfalls.
- **Conditions:** How should runners deal with various weather conditions? Do they need special gear or training?