



adThrive

Enriching your
content through

Industry Research

Creativity & Data Series



Benefits of using industry research

Looking to the industry experts can help guide your creation process and create more powerful content pieces. Let's dig into some of the benefits.

1. Create richer, deeper, fact-driven content

Incorporating industry research allows you to create deeper, richer posts to give your readers an even better understanding of the topic. It adds greater validity to your content and you as an author and influencer. You're not just saying something, you also have the data and research to back it up.

2. Helps boost your post's authority

Deferring to the data, sourcing the research, boosts your perceived expertise and authority. Referencing and reporting on the latest findings can help establish your readers' trust so they'll continue to turn to you for updates in the future.

3. Many people doing keyword research aren't looking here

Industry research can help differentiate your content, especially in niches where it's not that common. Most of the time, data and statistics are circulated by news sites, at technical and science-focused conferences, and/or in language that's a bit challenging for the average person to understand. As a result, this presents a huge opportunity for you to translate this information that currently exists in these other bubbles and bring it to your audience in a digestible, unique, and human way. Some examples:

- > Informing your reader about the the science behind combining ingredients in a certain order to help them make the perfect version of your recipe
- > Sharing the data behind how children learn math to develop a fun, educational math activity to help parents and teachers educate their kids
- > Looking at the psychology of colors and using that to recommend certain color palettes for a room makeover



Where to look

**Places where no one else is going
for insights in your niche**



Where to look

Hunt down the research

When scouring the internet, library, or other places for the latest research, these are some places to check first.

Look for the low-hanging fruit

Try Google searches for the topic using a variety of terms to see if you can get more data and research. You might stumble on some great, free research you can incorporate and/or build a post around. For example, search for these phrases:

- > “[topic]” + statistics”
- > “[topic]” + stats”
- > “[topic]” + trends”
- > “[topic]” + study”
- > “[topic] + research”
- > “[topic] + research report”
- > “[topic] + data”
- > “state of + [topic]”

Note: Make sure to try out several variations as you may find a few different studies pop up based on your search phrase.

Check out industry organizations’ research

Industry and government organizations that focus on your niche topic can be a great resource as they often conduct their own original research. Check out their sites, blogs, and social channels for any research that might be fascinating to your readers. These groups sometimes share information with members-only access, so it may also be worth your while to sign up for access to the latest information.

Get access to research reports

Research reports can be full of great information, synthesized for you so you don’t have to dig through the actual studies. Research reports can be difficult to access due to the cost, but because of that cost barrier, you have less people aware of the information which can make your content more unique and compelling. Another potential benefit is that if people learn from your content about the research but can’t access the research online themselves, they may end up linking back to your site as their source, helping you boost your backlinks and authority.

Browse research databases

If you want to find lots of research reports from various sources, check out research databases. There are a plethora of free research databases you can dig into and uncover the latest data and studies around your desired topic.

Note: Check out the appendix for 12 free databases you can browse through!



Where to look

Follow the breadcrumb trail

Sometimes you can uncover even more interesting nuggets if you follow the breadcrumb trail of sources and links.

Backtrack to the source

When you come across intriguing articles on your topic that cite studies and research, go to the source. Read the research for yourself and see what other research they're putting out. Sometimes you can find even more compelling data in the original study than what was included in the article that referenced it. You can also use this to find new organizations to follow by looking at who's putting out interesting research that other people are referencing.

Tip: Use the [Infographiqs](#) search engine to search for infographics with data and research. Check the footnotes for the sources and dig into the research further.

Find the research and see who's linking to it

Another way to follow the trail is to actually look at who is linking back to a specific piece of research. You can use a free tool, like [Moz's Link Explorer](#), to see who else found it thought-provoking and linked back to it. Some benefits of using this strategy:

- ✓ Uncover additional studies on the topic, as people often link back to more than one study, so you can get more data and facts about the topic
- ✓ Find other compelling publications/organizations to follow that are linking to the page or being referenced in other articles
- ✓ Help understand your competition and what they're linking to so you can up your game

Where to look

Be where the experts are

Want to find out what riveting research is going on? Follow the people that are doing it!

Attend conferences

Go to conferences but don't attend the ones you always go to. Try a new conference that puts you out of your comfort zone, that discusses the scientific aspect of your site's niche. For example, try a nutrition conference if you're a food blogger.

Join professional organizations

Join professional organizations and network with the experts. Even during the pandemic, there are lots of virtual options. Join LinkedIn groups with other professionals interested in specific topics sharing information and resources. Engage in online communities and forums. Ask questions and take advantage of the expertise so that you can bring that cutting-edge knowledge back to your reader

Follow industry thought leaders

Behind these big industry organizations are people coming up with the ideas and doing the research. Find these individuals leading the charge in your industry and follow them on Twitter, LinkedIn, etc., so you don't have to wait for the organizations to come out with research – you can get it immediately from the horse's mouth.

You might even try reaching out to them directly. Ask them questions about topics you're interested in. Get an original sound bite you can incorporate into your content.



Where to look

Go old school

Check out your local library

This is an old school tip that may pay off big in the modern day. Fewer people are going into their libraries to dig into information but there are some nuggets and fascinating research that can only be found in published works.

Read print

Subscribe to industry print publications. Most people can access digital content, but there are still some pieces that are only printed in physical magazines, books, and article formats that aren't as easy to access. You can increase your knowledge about the industry and, because it's not as easily searchable, fewer people are looking at the same source, giving your content a unique edge.

Ask an expert

Send out a query about a topic you're writing about to handful of thought leaders or industry organizations and see if you can get some data directly from the source.





Research tips & best practices

Verify the validity

Be skeptical: make sure the data is legit

First and foremost, confirm that any research you're using is legitimate and verify the accuracy to the best of your ability. Trace back sources and stats, question everything, and do your homework and due diligence before citing stats. To some extent, this is subjective so use your best judgment on which organizations you believe are most reputable and that you feel confident about sharing with your readers. Government research and well-established organizations are great go-tos for research. Be wary of organizations and researchers that have something to benefit and may provide biased results.

Verify the date to make sure it's still relevant

Also, be sure to check the date. Some data doesn't go out of date but using the freshest information will prevent your content from losing its accuracy and relevancy.

Include accurate sourcing to increase your authority

Make sure to give recognition to the research and include accurate sources in your content. Linking out from the text to the original source is great. It can also be handy to your readers if you include citations at the end so they can read more about it. Your sourcing style is up to you, just make sure you do it. You're providing your readers with additional research avenues they can explore, increasing their trust in what you're saying by letting them fact check you, and helping give credit where credit is due.



Become your own detective

You don't have to just rely on others for your research. You should also feel empowered to do your own research and become your own detective.

Become your own detective

Make research a habit in your business

Make research a regular practice in your life and business by doing some of the following:

Set up news alerts

Turn on [Google Alerts](#) for your topic(s) so you can be the first to know about any new industry research. Set them up to arrive in your inbox daily or weekly and make sure to schedule time to go through them.

Carry a notebook with you everywhere

You never know when inspiration is going to strike or when you're going to hear an intriguing fact that you might want to note so you can dig into it more later.

Keep a swipe file of your research

Copywriters and journalists use "swipe files" to hone their craft. These are just electronic files of saved articles, links, copy, etc., that strike your fancy and that you want to use for inspiration or reference at a later date. When you stumble upon a compelling piece of research, put it in your swipe file for later and return to it when you're thinking about new content avenues you may want to explore. There are lots of online applications and browser extensions you can use. For a super simple version, try Google Docs, Evernote, or use bookmarking tools.

Follow the news

News outlets often report on studies with captivating, new research. Given they think it's shareable, you may too, so make note of what's reported so you can check it out and give the research your own fresh spin.

Follow publishing industry news sources

When it comes to research, outside of learning about the latest studies in your niche, keep an eye on interesting research coming out about the publishing/blogging sphere at large. Keeping up with the latest SEO research, post optimization studies, marketing research, etc., can help you not only write about interesting content, but also make sure you execute and promote it with the latest and greatest techniques.

Find ways to test out the reported research findings on your own site. Try implementing a certain Pinterest pin layout that has reportedly driven an X% increase in traffic, or try including certain words or numbers in your post title based on the benefits seen in one study. Important note: just make sure you're testing these factors on new or low-risk posts, so you don't accidentally tank any of your high-performing content.



Become your own detective

Do your own experimenting

Test out variations to see what works best for your site

You might try testing out different elements on your site, such as title variations and copy styles, to see what drives the greatest performance and what users respond to. Maybe you want to understand if formatting affects reader behavior, see if certain photos are shared more than others, or determine what types of headlines get shared more on which social platforms. If there's something you want to understand better, especially from a performance standpoint, try to determine which variables might impact it and isolate and test them.

To do this:

- ✓ First, put together a list of which elements you want to test.
- ✓ Then, pick only one element to test out at a time so you don't have multiple variables potentially impacting the results. For example, does framing your title as a question drive more clicks?
- ✓ From there, maybe put together five pieces of content with one version of the element and five pieces with another. So in our example, five pieces of content should have the title framed as a question and five should not.
- ✓ Then, analyze the results over time to see if one of the groups is performing better for you (i.e., driving more traffic, seeing increased earnings, getting users to spend longer on page, etc.) and implement your findings in the future.

This is a less rigid approach to testing that may potentially help you get quick insights into what works best on your site. If you're looking to take your testing strategy to the next level, there are lots of interesting tools on the market that you can use to do more accurate A/B testing comparisons. A/B testing is notoriously difficult though, especially for SEO, so you may want to get expert guidance to get the most out of your studies.

Dig into your data to find patterns

You're sitting on a lot of data for your posts that could contain some valuable findings. Play around, hone in on different elements, and see if there are any correlations between certain factors and increased performance. For example, you could look through your data to see which posts are getting the most traffic from Pinterest vs. Facebook and then see if there are any commonalities between those posts that do well on each respective platform. Once you have identified a potential trend, test it on future posts to see if you get better results.

Become your own detective

Get into your reader's psychology



Outside of research on topics for your site, you may also benefit from doing research on the readers of your site. If you know what's going on in your reader's headspace, you can more accurately assess the various elements of your site to see where you can adjust your content to better connect with them.

Keep up-to-date with the latest psychology research

Researchers are fascinated with the human brain and human behavior. By staying up-to-date with the latest findings on how humans react to certain things or the motivation behind actions, you can start incorporating this knowledge into the way you develop your content. You can use these findings and weave them into aspects of each post such as the writing style, the choice of images, the words you pick for the post's title, etc. Tapping into emotional and psychological reactions can help you create more compelling content that draws users in and keeps them on your page.

Become your own detective

Perform your own audience research

Ask the right questions

Keeping up to date with the latest research is important but you can also take the reins to perform your own research and dig deeper to better understand specific user behaviors.

Learning about how your readers are absorbing your content, where they're reading it, and how they're sharing it can be extremely valuable to understanding the people behind the pageviews. Some questions you might ask to guide your research include:

- ✓ What makes them click? (Is it the tone of your title? Are there certain power words or adjectives? Does the content fulfill a need?)
- ✓ What images draw them in? (Do images get shared more when people are in them, or when the image conveys a certain feeling? What about close-up shots vs big-picture landscape photos?)
- ✓ When/where are they looking for content on your site? (Is it at night before they go to bed, first thing when they wake up, on a work break, right before dinner starts? What sort of headspace are they in at those times of day?)
- ✓ What sort of connection do they feel with you? With your content?
- ✓ What types of content do they share the most?

Then go digging

To find the answers to these questions, you will need to do some digging to get the most robust understanding of how and why people do what they do. When compiling your audience research, here are some great places to include:

- ✓ Looking into studies about how people perceive things, consume content, react to certain words, etc.
- ✓ Monitor your own data to glean insights into reader behavior (how they arrive at your site, what content they click on, what time of day they're reading, the reader journey from the first page to their final page, etc.)
- ✓ Browse through forums and communities to understand their language choices, the questions they're asking, the problems they're facing
- ✓ Check out their user-generated content
- ✓ Mine through product reviews
- ✓ Read through the comments on your site





Get into your reader's psychology

Create your own studies and surveys

You can gather some valuable information by intentionally asking your audience questions to better understand them and their needs. You don't want to pester your audience too much, so be thoughtful when deciding which questions to ask that will have the most impact on your business.

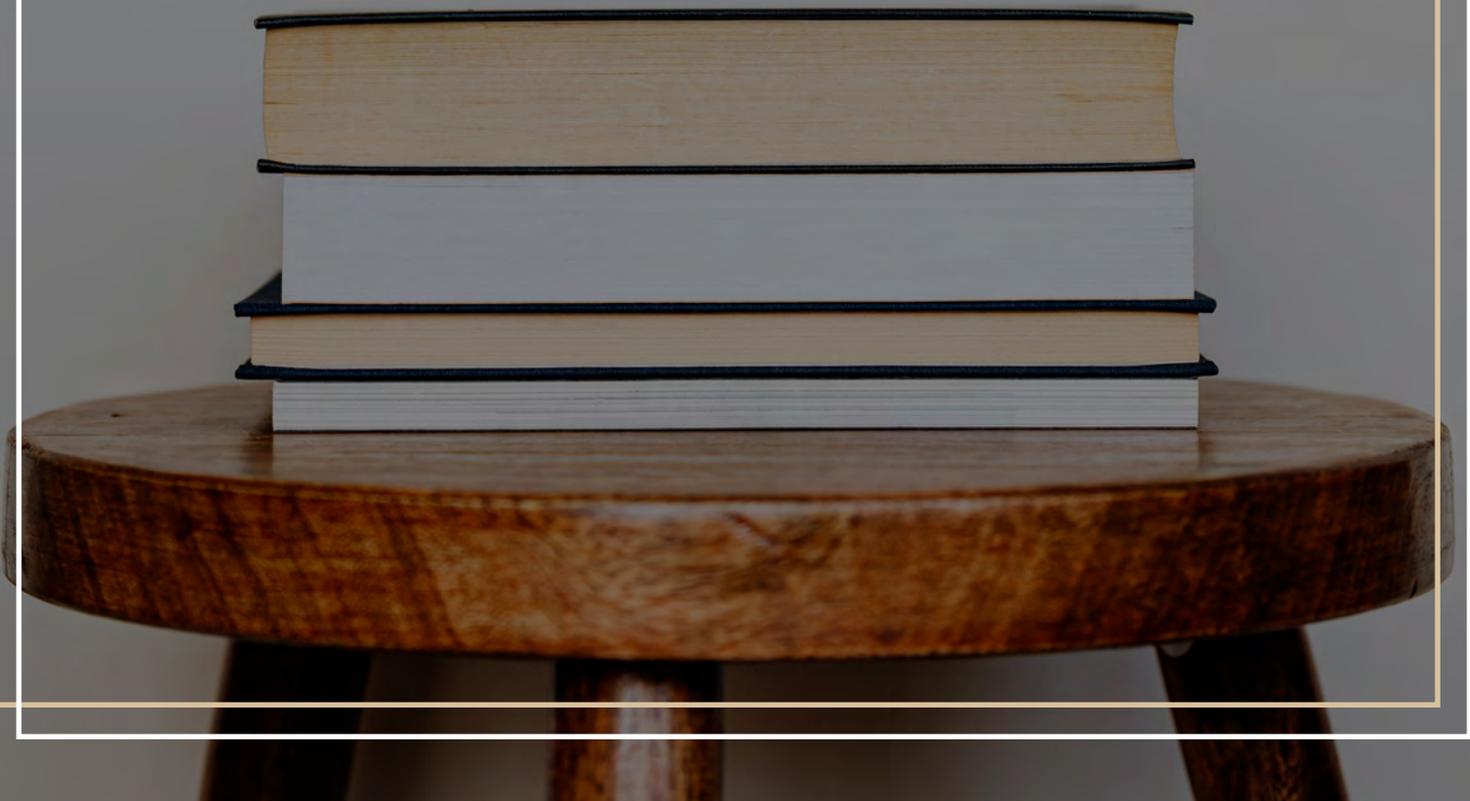
There are a ton of great services you can use to set up and send out the survey. [Google Forms](#) and [Survey Monkey](#) are two free tools for a more formal survey. But you don't even need an official survey form – ask your readers for their input via social platforms and get quick feedback through Facebook, Instagram, or Twitter polls.

When putting your survey together, there are a few best practices. Keep it short for maximum participation. Making it anonymous can encourage more people to participate and provide meaningful, honest feedback. Additionally, it can be helpful to offer something in exchange for their time, even if it's just spelling out exactly what you'll do with their feedback – how you're going to use it to shape your content and help them in return. For a longer survey, maybe you could even offer them a quick freebie like an exclusive recipe or downloadable content.



Incorporate the findings into your content

Here comes the fun part: finding ways to use and weave in the research you've collected to fuel unique and high-quality content pieces!



Incorporate the findings

Become the translator for your audience

One way to incorporate your findings is by assuming the role of translator for your audience. Simplify the data for your readers with digestible and accessible content. To do this, you can put your findings into simplified language, create easy-to-understand analogies, or put the data into charts and graphs so your reader can easily visualize the data.

Develop compelling, shareable content

Tying into that, think about how you can turn the data into compelling, shareable content. People love to share interesting research and stats with friends and family, use it in their own work reports, or to help illustrate ideas to others. Help your reader consume and share the research while driving pageviews to your site at the same time.

Some different media you could consider:

- > **Infographics:** A trendy and effective way to display data, infographics can aid understanding by providing a visual. People love to share them since they're so easy to digest.
- > **Video:** Another output could be a video simplifying what you've learned and showing them an application in real life. You could do one of those chalkboard walk-through examples or get as creative as you'd like.
- > **Visual aids:** Put together some visual aids such as diagrams, charts, maps, step-by-step photos, etc., to use in your post that help easily convey the research in an interesting and helpful way.





Incorporate the findings

Research-focused content formats

Interview an expert to feature on your site

You can reach out to people in an organization or thought leaders in your space to do an interview. You'll provide your readers with truly original content, and their presence on your site can help increase your site's authority as well.

For a successful pitch, be clear about what exactly you want to interview them about and what sort of information you hope to glean from it. You'll also want to make sure to include how it directly benefits them, whether that's a link back or using your reach in another unique way.

Share your own case study

Look at how you can connect the data to a real-life example and see if you're finding the same results in your own life. Do your own testing to build out a case study of the data that you can relay back to your readers in a post. Sharing your findings back with your readers can help them connect the studies to real life, showing them the ways you see the data manifest in your own life. By bringing in your own experience to the data and adding in that human element, you can deepen your connection to your readers while also providing a unique and original perspective (your own!).



adThrive

Industry research tools & resources



Industry research resources

Research databases and market research

There are a plethora of amazing industry research resources at your disposal - free and paid alike! Try accessing a variety of sites and organizations to derive inspiration from. Here are a few tools you may want to consider using.

15 free research databases & resources

- > [Google Scholar](#)
 - > [Data.gov](#)
 - > [CORE](#)
 - > [Academia.edu](#)
 - > [Bielefeld Academic Search Engine \(BASE\)](#)
 - > [Jurn](#)
 - > [Semantic Scholar](#)
 - > [Springer](#)
 - > [RefSeek](#)
 - > [WorldWideScience](#)
 - > [Education Resources Info. Center \(ERIC\)](#)
 - > [Directory of Open Access Journals \(DOAJ\)](#)
 - > [JSTOR](#)
 - > [Pew Research Center](#)
 - > [The Conversation](#)
- Bonus:** [Wikipedia's list of academic databases](#)

Market research companies

Market research companies study consumer behavior and trends. These can be good sources for bigger picture trends to inform your content strategy. They often put out free access research reports on their blogs or insights pages (*linked to below*).

- > [Nielsen](#)
- > [Comscore](#)
- > [Kantar](#)
- > [Ipsos](#)
- > [GfK \(Growth from Knowledge\)](#)
- > [IRI](#)
- > [NPD Group](#)
- > [Intel](#)
- > [Dunnhumby](#)
- > [National Retail Federation \(NRF\)](#)
- > [Deloitte](#)
- > [eMarketer](#)

Industry research resources

Publishing & psychology research

Psychology research resources

Here are a few places to get you started digging into your reader's psychology and mindset (pp 12-13).

- > [Psychology Today](#)
- > [Verywell Mind: Psychology](#)
- > [American Psychological Association](#)
- > [ScienceDaily: Psychology](#)
- > [The Conversation: Psychology](#)
- > [Association for Psychological Science](#)
- > [Neuroscience News](#)
- > [News-Medical: Psychology](#)
- > [U.S. News: Psychology](#)
- > [The British Psychological Society: Research Digest](#)
- > [Current Research in Psychology Journal](#)

Publishing resources

Dive into the latest publishing news and research (p 10).

- > [Ahrefs Blog](#)
- > [Backlinko](#)
- > [Buffer](#)
- > [Content Marketing Institute](#)
- > [Contently](#)
- > [Copyblogger](#)
- > [CoSchedule](#)
- > [The Daily Egg](#)
- > [Digiday](#)
- > [Distilled](#)
- > [Entrepreneur: Bloggers](#)
- > [HashtagJeff](#)
- > [Mashable](#)
- > [Media Post](#)
- > [The Moz Blog](#)
- > [Neil Patel Blog](#)
- > [Optimizely](#)
- > [Search Engine Land](#)
- > [Search Engine Watch](#)
- > [Search Engine Roundtable](#)
- > [SEJ \(Search Engine Journal\)](#)
- > [SEMrush Blog](#)
- > [SEO by the SEA](#)
- > [Small Business Trends](#)
- > [Social Media Examiner](#)
- > [Social Media Today](#)
- > [SocialTimes](#)
- > [Unbounce](#)
- > [Yoast SEO Blog](#)



Industry research resources

Research resources by vertical

Food

- > [Institute of Food Technologists \(IFT\)](#)
- > [Brain Food \(IFT blog\)](#)
- > [Food Engineering Magazine](#)
- > [International Union of Food Science and Technology](#)
- > [NPD: Food & Beverage Insights](#)
- > [Mattson Co. Trends & Reports](#)
- > [Harvard: The Nutrition Source](#)
- > [Food Science & Nutrition Journal](#)
- > [Nutrition Meets Food Science](#)
- > [Foods Journal](#)
- > [Journal of Food Science](#)
- > [Current Research in Food Science Journal](#)
- > [American Society for Nutrition](#)
- > [Science Daily: Food News](#)
- > [FDA – Food Science & Research](#)
- > [List of food science & human nutrition associations and organizations](#)

Family, Parenting, & Education

Parenting:

- > [Pew Research Center: Parenthood](#)
- > [America Psychological Association: Parenting](#)
- > [Pew Research Center: Education](#)
- > [The Family and Youth Institute](#)
- > [Parenting Research Centre \(Australia\)](#)
- > [Rand Co: Parenting](#)
- > [Parenting Science & Practice Journal](#)
- > [National Parenting Education Network](#)
- > [Science Daily: Parenting](#)
- > [Active Living Research](#)

Education:

- > [America Psychological Association: Education](#)
- > [National Center for Education Research](#)
- > [Education Week](#)
- > [UNESCO IIEP](#)
- > [Institute of Education Sciences](#)
- > [American Institutes for Research](#)
- > [Research in Education Journal](#)
- > [EdSurge](#)
- > [The Hechinger Report](#)
- > [Rand Co: Education](#)



Industry research resources

Research resources by vertical

Home & Garden

- > [Interior Design Research](#)
- > [Journal of Interior Design](#)
- > [Interior Design Research Papers - Academia.edu](#)
- > [American Society of Interior Designers - Research](#)
- > [Building Design & Construction Magazine](#)
- > [Home Improvement Research Institute](#)
- > [Home Innovation Research Labs](#)
- > [Interior Design Society - Hot Topics Publication](#)
- > [Engineering Design Graphics Journal](#)
- > [Houzz Research](#)
- > [Interior Design Educators Council](#)
- > [National Gardening Association](#)
- > [The Conversation: Gardening](#)
- > [Nature Research: Plant Sciences](#)
- > [Journal of Plant Research](#)

Craft & Hobby

- > [Hobbies Research Papers - Academia.edu](#)
- > [Craft Research Journal](#)
- > [Craft & Hobby Association](#)
- > [EBSCO: Hobbies & Crafts Reference Center](#)
- > [Center for Craft](#)
- > [Creativity Research Journal](#)
- > [National Endowment for the Arts](#)
- > [Statista: Crafts and creative activities in the United States - Statistics & Facts](#)
- > [Journal of Leisure Research](#)
- > [Research Catalogue \(artistic research\)](#)
- > [Society for Artistic Research](#)
- > [Journal for Artistic Research](#)



Industry research resources

Research resources by vertical

Travel

- > [Journal of Travel Research](#)
- > [U.S. Travel Association - research](#)
- > [Skift Research](#)
- > [Travel Research Online](#)
- > [Phocuswright](#)
- > [Travel and Tourism Research Association](#)
- > [Destination Analysts](#)
- > [MMGY Travel Intelligence](#)
- > [Trip Advisor Insights](#)
- > [Adventure Travel Trade Association - research](#)
- > [U.S. Travel Association - research](#)
- > [STR Data Insights Blog](#)
- > [Expedia Research](#)
- > [Facebook IQ: Travel](#)
- > [Longwoods International Insights](#)
- > [World Travel & Tourism Council \(WTTC\) - research](#)
- > [Sojern - Travel Marketing Blog](#)
- > [Mower - Travel & Tourism Insights](#)
- > [CBInsights Travel Research](#)

Finance & Business

- > [Finance Research from Harvard Business School](#)
- > [Economics & Finance Research Journal](#)
- > [The Institute for Business and Finance Research](#)
- > [McKinsey & Company Insights](#)
- > [Journal of Finance](#)
- > [EY \(Ernst & Young\)](#)
- > [IDEAS/RePEc: Economics and Finance Research](#)
- > [Office of Financial Research](#)
- > [Journal of Financial Economics](#)
- > [The Review of Financial Studies Journal](#)
- > [Journal of Finance and Quantitative Analysis](#)
- > [Financial Analysts Journal](#)
- > [National Bureau of Economic Research](#)
- > [London School of Economics - research](#)
- > [Goldman Sachs Research](#)
- > [JPMorgan Chase Institute Research](#)
- > [Fidelity News & Research](#)
- > [Vanguard Investment Research](#)
- > [Morningstar](#)
- > [Morgan Stanley Research](#)
- > [Deutsche Bank Research](#)
- > [Deloitte Insights](#)



Industry research resources

Research resources by vertical

Technology

- > [Gartner Insights](#)
- > [Journal of Technology Research](#)
- > [AARP Technology Research](#)
- > [International Journal of Scientific & Technology Research](#)
- > [Educational Technology Research and Development Journal](#)
- > [MIT Research](#)
- > [ISG \(Information Services Group\)](#)
- > [Industrial Technology Research Institute](#)
- > [International Data Corporation \(IDC\)](#)
- > [Omdia insights](#)
- > [Journal of Engineering and Technology Research](#)
- > [Tokyo Institute of Technology](#)
- > [ABI Research](#)
- > [Association for the Study of Science and Technology](#)
- > [European Association for the Study of Science and Technology](#)
- > [Association for Information Science and Technology - library](#)
- > [Science & Technology Studies Journal](#)
- > [Deloitte: Technology Industry](#)

Health & Fitness

- > [Science Daily: Fitness](#)
- > [Harvard Health: Exercise & Fitness](#)
- > [Health & Fitness Journal](#)
- > [American Fitness Professionals Association \(AFPA\) Fitness Research](#)
- > [ASCM Health & Fitness Journal](#)
- > [U.S. Department of Health & Human Services - Research & Reports](#)
- > [American Council on Exercise Health & Fitness Studies](#)
- > [Medical News Today](#)
- > [U.S. News Health](#)
- > [U.S. National Institutes of Health's National Library of Medicine \(NIH/NLM\) PubMed Central](#)
- > [Journal of Exercise Science & Fitness](#)
- > [Human Kinetics](#)
- > [National Center for Health Research - journal articles](#)
- > [World Health Organization \(WHO\) Research](#)
- > [Mayo Clinic Research](#)
- > [PwC's Health Research Institute \(HRI\)](#)
- > [The Conversation: Fitness](#)



Industry research resources

Research resources by vertical

Pets

- > [Animal Behavior and Cognition](#)
- > [American Veterinary Medical Foundation \(AVMF\)](#)
- > [American Association for Laboratory Animal Science \(AALAS\)](#)
- > [American Society of Animal Science \(ASAS\)](#)
- > [Journal of Veterinary Internal Medicine](#)
- > [Journal of Animal Science](#)
- > [Psychology Today: Animal Behavior](#)
- > [The Conversation: Animal Behavior](#)
- > [Science Daily: Animal News](#)
- > [Fetch by WebMD](#)
- > [Hills Pet Care Center](#)
- > [Yale - Canine Cognition Center](#)
- > [Center for Canine Behavior Studies](#)
- > [American Association of Feline Practitioners](#)
- > [Cornell Feline Health Center](#)

Fashion, Style, & Beauty

- > [The Fashion Studies Journal](#)
- > [International Journal of Fashion Design, Technology and Education](#)
- > [Clothing and Textiles Research Journal](#)
- > [International Journal of Cosmetic Science](#)
- > [Critical Studies in Fashion & Beauty Journal](#)
- > [CB Insights: Fashion Technology & Tech Fashion Trends](#)
- > [Mintel: Beauty And Cosmetic Industry](#)
- > [British Fashion Council](#)
- > [Fashion Theory Journal](#)
- > [Bloomsbury Berg Fashion Library](#)
- > [Journal for Fashion Criticism](#)
- > [The NPD Group: Beauty Insights](#)
- > [The NPD Group: Apparel](#)
- > [Benchmarking Company: Beauty by the Numbers](#)
- > [Academia: Fashion Trends](#)
- > [Science Daily: Textiles & Clothing](#)
- > [Science Daily: Cosmetics](#)



Industry research resources

Research resources by vertical

Sports

- > [Science Daily: Sports](#)
- > [The Sport Journal](#)
- > [Gatorade Sports Science Institute](#)
- > [Research in Sports Medicine](#)
- > [Academia: Sports](#)
- > [Science & Sports](#)
- > [The Global Research of Sport](#)
- > [The Conversation: Sports](#)
- > [Mayo Clinic: Sports Medicine Research](#)
- > [Science for Sport](#)
- > [Sports Science Lab](#)
- > [NCAA Research](#)
- > [Journal of Sports Research](#)
- > [Journal of Sport and Health Science](#)
- > [Journal of Human Sport and Exercise](#)
- > [Sports Medicine Journal](#)

Auto

- > [Center for Automotive Research](#)
- > [IMR Inc.: Automotive Research](#)
- > [The United States Council for Automotive Research](#)
- > [Automotive World: Research](#)
- > [ScienceDaily: Auto](#)
- > [ScienceDaily: Vehicle News](#)
- > [The Conversation: Cars](#)
- > [Deloitte: Automotive Industry](#)

Lifestyle

- > [Pew Research Center: Lifestyle](#)
- > [The Conversation: Lifestyle](#)
- > [ScienceDaily: Life Science](#)
- > [The Journal of Popular Culture](#)
- > [Academia: Life Sciences](#)
- > [Culture Studies Journal](#)
- > [The Conversation: Pop Culture](#)
- > [Deloitte: Consumer Insights](#)



adThrive

Module Exercises

Module Exercises:

1.

Pick a subject that you're thinking about writing on and search for research that's been done on it.

Find 5 articles with interesting data that might be useful to include in your post.

1.

2.

3.

4.

5.

2.

Pick one of the articles above. Copy the URL and put it into [Moz Link Explorer](#). Look at who else is linking back to the article.

List out 3 additional studies or articles that may be useful to reference.

1.

2.

3.



3.

Take action: Find 5 industry organizations or thought leaders in your niche. Follow/subscribe to them.

Write them down here once you've completed the task:

1.

2.

3.

4.

5.

4.

Take action: Set up [Google Alerts](#) for 3-5 topics. Schedule a weekly or monthly time for you to check them out.

Write the topics down here once you've completed the task:

A large, empty, rounded rectangular box intended for writing down the topics for Google Alerts.



5.

Think about who your reader is. Figure out what you know and don't know about them.

Write down 3 questions you could ask them in a survey that would help you plan your content or make an important business decision:

- 1.
- 2.
- 3.

6.

Think about the section on doing your own experimenting and looking for patterns in your data (page 11).

List out 5 elements you may want to test out on your site or dig into your data to analyze:

- 1.
- 2.
- 3.
- 4.
- 5.



Thank you

Questions, comments, feedback?
Reach out to support@adthrive.com