6 CONTENT VALIDATION TOOLS

ALLÉE

Use these free tools to test whether your content topics are relevant, timely and competitive—so you can create smarter content that resonates and ranks.

1

ChatGPT (or other AI platforms)
Generates quick content ideas, outlines and keyword variations based on prompts.

Why it's useful: It helps you explore how a topic could be expanded or repurposed—and gives you a jumpstart on how real people might ask the question.

Try it: "List 5 blog post ideas about [your topic] that answer common questions."

2

MozBar (Chrome extension)
Shows you the domain authority (DA) and page authority of websites in Google search results.

Why it's useful: You can gauge the SEO strength of your site and competitors, helping you pick topics where you have a real chance to rank.

Try it: Search your content topic on Google and compare the DA of top-ranking sites to your own.

3

Moz Keyword Explorer (free tier available)
Shows keyword difficulty, monthly volume, and SERP analysis.

Why it's useful: Helps determine whether a topic is competitive and how hard it would be to rank for.
Try it: Plug in a blog post idea or keyword to check its potential reach.

4

Google Trends
Shows real-time search interest over time for keywords and topics.

Why it's useful: Tells you whether a topic is rising, falling or stable—so you're not creating content no one is searching for anymore.

Try it: Compare two related topics to see which is trending up.

5

AnswerThePublic
Visualizes popular questions and phrases people search for based on your topic.

Why it's useful: Gives insight into how real people phrase their questions—perfect for blog headlines, FAQs or video scripts.

Try it: Search your core topic and look at the "How," "What" and "Why" question clusters.

6

Google Search + Autocomplete
Shows related searches and predictive queries based on what others are typing.

Why it's useful: Fast, real-world data on what people associate with your topic—and great for title inspiration or long-tail keyword ideas.

Try it: Type in your topic slowly and see what Google suggests before you hit enter.