



# ULTIMATE CONTENT CHECKLIST

CREATING CONTENT THAT WORKS FOR YOUR BUSINESS

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You're done. You've done it. Your sparkling, perfect piece of content is ready for consumption. All you have to do is hit publish. Yes, your fingers might be shaking. You might be a little sweaty. That's okay. We can't smell you. You can do this.

But first – check your content against this checklist to make sure that it's ready for prime-time:

- **Step 1 – What is the keyword you are using for your post?** Is it incorporated in the title? In the first 200 words? Is it in at least one H2 header?
- **Step 2 – How keyword dense is your post?** Could you fit more instances of the keyword in without ruining its integrity? Remember, it's never worth it to ruin a post by stuffing it with keywords, but you should always make sure you aren't missing an obvious place to toss a keyword.
- **Step 3 – Is your title catchy?** Is it accurate? Are you creating interest without creating clickbait? While titles should be catchy, you should avoid clickbait, such as "You Won't Believe What Happens Next!" Not only are these types of titles rapidly falling out of style, but the average user is so used to them that they do not have the "pop" that they once did. You run the risk of annoying a potential visitor instead of inviting them in.
- **Step 4 – How is your post organized?** Is it just one monolithic wall of text, or is it broken up into nice paragraphs? Do you have enough (or too much) space between paragraphs? Do you have your paragraphs occasionally broken up by images, lists, or graphs – or anything else that is visually interesting?
- **Step 5 – Are you using strong language?** Never speak in generalities. Use detail. Say what you want to say – don't beat around the bush.
- **Step 6 – Are you sourcing experts?** Do you source at least one expert (and no, someone at your own company does not count) in your post? If not, why? If your first response is to say that it isn't possible, ask yourself if

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you're really sure about that. Not every piece can have an expert opinion stuffed in, but you need to be sure you're not missing out before moving on.

- **Step 7 – Have you upset the legal team?** Have you made any statements that could get you in trouble? Are you controversial at all? While some controversy is good, beware of that fine line: anything that could get someone mad enough to sue you is just not worth including in your post, no matter how much traffic you think it will get you. Unless you're writing for a law firm, you probably can't afford the cost – or the headache. Trust us.
- **Step 8 – Is your post interesting?** This is subjective – but if you need to step away, ask yourself if it creates value. Can't figure that out? Could you imagine someone paying you money to read it? If the answer is no, then you haven't created enough value. While that doesn't mean your post isn't worth publishing, remember that the best posts will be filled with value for your potential customers and visitors.
- **Step 9 – Do you incentivize your visitors to leave?** If you're a tech company, are you explaining acronyms? If someone has to leave your page to look something up, then you've made a mistake. Likewise, make sure that your links open up in a new window – that'll help keep people on your website.
- **Step 10 – Is your post formatted properly?** Are you using headers? Are your images properly tagged? View your post in multiple browsers before it is published. Yes, even if you use WordPress – this can be an issue.
- **Step 11 – Speaking of images, do you have the rights to use every image on your page?** Are you using visually interesting pictures? Are your images following SEO best practices (is the keyword in the alt-text, if relevant, do they have well-written captions)?

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- Step 12 – **Do you have a header image?** If not, get one. Images increase a post's reach by a noticeable margin.
- Step 13 – **Does your post have a CTA (call-to-action)?** If your post isn't linking to a whitepaper or asset of some sort, or linking directly to a product the visitor can purchase, it better be linking to a newsletter – if not, you are wasting your traffic!
- Step 14 – **Do you have an editor?** Good content is clean content. Check your content for errors at least two times. If you don't have an editor, send it to someone else to read before you share it on social media. You don't want a visitor to point out your mistakes.
- Step 15 – **Do you have a marketing strategy in mind for this post?** If the answer is no, then you need to work on one before you write another blog post. Writing a blog post without having a strategy to market it is like screaming into the void and expecting to see a return on investment. Get on social media, share your content, and do whatever you can to build an audience.