



CONTENT QUALITY CHECKLIST

MAKE YOUR GUEST LIST: **DEFINE YOUR TARGET AUDIENCE**

- Define your reader/viewer/customer/client avatar – be as specific as possible
age group | gender | relationship status | family size/makeup | occupation | location
| interests | income bracket |
- Define the problem you solve or solution you provide with this site/content piece.
- How does this process/page/content move your visitor toward their goal/objective?

WHAT WILL YOU SERVE: **PLAN & REFINE YOUR MENU**

- Content Calendar – plan your posts at least one month in advance, use/address a common theme, subject or thread
 - Brainstorming – keep a file with ideas for posts, videos, products, interviews, social posts.
 - Ask & track feedback – create venues for engagement beyond post comments, twitter Q&A sessions, facebook groups, G+ communities, website forum.
 - Begin with the end in mind – always figure out what your CTA will be before you start to write/create content.
 - Track Your Time – how does it take to create content? If it's too long consider outsourcing some content creation and add that into the mix, curate content from others – not just blogposts but videos, books etc.
 - Use a template (recipe card) for each type of content you create to systematize the process so get faster.
 - Build your content templates so that they lead the reader/visitor/viewer through from Problem to Pain to Solution or (appetizer, entrée, dessert) step by step so even scan readers can't miss the point.
 - Does your content consistently target your reader/viewer/customer's mindset and perspective?
 - Can this content be presented in multiple formats? Audio, video, written, webinar, social.
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ASSEMBLE YOUR DISH: **GATHER & MIX INGREDIENTS**

- Attention grabbing headline?
- Featured image?
- Short paragraphs?
- Use sub-headings to lead scan readers through the post.
- Use “tweet this...” within the post to encourage sharing.
- Set specific descriptions and images to maximize impact of social sharing.
- Has ONE clear CTA (call to action).

PERFECT YOUR PRESENTATION: **GARNISH & SERVE**

- SEO – use a plugin (Yoast SEO) check and complete settings for every page/post.
- Permalinks – use a structure that is both human AND search engine friendly.
- Use proper HTML markup (H-tags’s) to help bots correctly identify and index your content.
- Submit to search engines for indexing upon publish – you can automate this in WP or with most SEO plugins.
- Promote your post/content – Twitter, Facebook, G+, Linked-In, Pinterest, Tumblr, Slide-Deck etc.

NOTES:
