

10 Things
Every

Piece of Content Needs

The Check List

10 Things to Should Check Off For Every Piece of Content

1. What is the main goal of this piece of content (i.e. describe its goal in one sentence)?

2. Does this content align with an interest of my ideal customer?

3. Is this content's style thoughtful, interesting, and/or attractive?

4. Is this content easy to scan?

5. Is this content optimized with keyword phrases?

6. Does this content's imagery (pictures, videos) that engage your ideal customer?

7. Does this content contain *relevant* links?

8. Does this piece of content contain a call to action?

9. Is this content published on social media?

10. Has this content been monitored to ensure it is generating appropriate traffic?