

# Content Checklist

A content checklist that walks through the full creation workflow from research to promotion.

## Research and planning

- Define the goal and target reader for the piece.
- Research the topic and gather credible sources and data.
- Identify the primary keyword and the search intent behind it.
- Review top-ranking content to find gaps you can fill.
- Decide the format, angle and working title.

## Outline and structure

- Draft a logical outline with clear sections and headings.
- Map each section to a reader question it answers.
- Plan supporting elements like examples, visuals or quotes.
- Decide the call to action and where it will appear.
- Estimate length based on the topic and competing content.

## Write the draft

- Write a hook that states the value in the first lines.
- Follow the outline and keep one idea per section.
- Use short paragraphs, lists and subheadings for scanning.
- Support claims with sources, data or concrete examples.
- Write in a clear, consistent brand voice.
- Finish with a strong conclusion and the call to action.

## Edit and proofread

- Revise for clarity, flow and logical structure.
- Cut filler, repetition and weak sentences.
- Check every fact, figure and quote for accuracy.
- Proofread for spelling, grammar and punctuation.
- Read it aloud or have someone else review it.

## Optimize for search and readers

- Place the primary keyword in the title, intro and a heading.
- Write an SEO title and meta description that earn clicks.
- Add internal links to related and conversion pages.
- Add relevant external links to credible sources.
- Include images with descriptive, accessible alt text.
- Set a clean, descriptive URL slug.

## Publish and promote

- Preview the piece on mobile and desktop before publishing.
- Confirm links, images and the call to action all work.
- Publish and verify it appears correctly on the live site.
- Share it across your social channels and email list.

- Repurpose it into shorter formats for other platforms.
- Schedule a date to review performance and update it.