Content Marketing Checklist

A content marketing checklist spanning strategy, research, creation, distribution, and measurement of content.

Strategy and Goals

- [ ] Define the business goal this content program must support.
- [ ] Set measurable targets such as traffic, signups, or leads with deadlines.
- [ ] Choose the primary formats and channels that fit your audience and resources.
- [ ] Document the strategy in one shared place the whole team can follow.
  A written strategy keeps everyone aligned and prevents off-brief content from slipping through.
- [ ] Map how each content type moves a reader toward the goal.
- [ ] Audit existing content to decide what to keep, update, or retire.

Audience and Personas

- [ ] Define your core audience segments and their main goals.
- [ ] Build a persona capturing each segment's pains, questions, and triggers.
- [ ] Identify where each audience spends time and consumes content.
- [ ] List the objections and questions content must answer at each stage.
- [ ] Match content topics to the buyer's journey from awareness to decision.

Topic and Keyword Research

- [ ] Brainstorm topics directly tied to audience problems and your offering.
- [ ] Research search demand and difficulty for candidate keywords.
- [ ] Group keywords into topic clusters around pillar themes.
- [ ] Study top-performing competitor content to find gaps you can fill.
  Gaps where competitors are thin or outdated are often the easiest topics to win.
- [ ] Prioritize topics by audience value, business impact, and ranking opportunity.
- [ ] Confirm the search intent behind each topic before committing to a format.

Content Calendar and Planning

- [ ] Set a realistic publishing cadence you can sustain with quality.
- [ ] Build a calendar mapping topics, formats, owners, and due dates.
- [ ] Assign clear roles for writing, editing, design, and approval.
- [ ] Plan around seasonal moments, launches, and recurring campaigns.
- [ ] Leave buffer slots for timely or reactive pieces.

Creation and Optimization

- [ ] Write a brief with the goal, audience, keyword, and key points for each piece.
- [ ] Create a clear, useful first draft that delivers on the brief's promise.
- [ ] Edit for clarity, structure, accuracy, and brand voice.
- [ ] Optimize the title, headings, and copy for the target keyword naturally.
- [ ] Add visuals, examples, and a clear call to action.

- [ ] Proofread and check links and formatting before publishing.

Distribution and Promotion

- [ ] Share each piece with your email list and tailor the message to subscribers.
- [ ] Post across the social channels where your audience is active.
- [ ] Repurpose the content into smaller formats for additional channels.
- [ ] Share in relevant communities and with partners who reach your audience.
- [ ] Plan to resurface evergreen pieces on a recurring schedule.
  Evergreen content keeps earning if you re-promote it long after the publish date.
- [ ] Consider paid promotion to amplify your best-performing assets.

Measurement and Iteration

- [ ] Track metrics tied to each goal rather than vanity numbers.
- [ ] Review which topics and formats drive the most valuable results.
- [ ] Update and improve high-potential pieces that underperform.
- [ ] Prune or consolidate content that no longer earns its place.
- [ ] Feed lessons learned back into the strategy and next calendar.