



Content Marketing

Content Checklist

This content marketing checklist will work nicely for a website page and a blog post.

You do not have to adhere to this list without variation. However, until this becomes second nature it may pay to refer to this list and try to get as many of these items into each content marketing piece as you can manage.

Keyword Phrase Research

Content marketing needs to be tied to good keyword research. Make sure you do keyword research to determine three main items.

- ✓ Review whether the search volume for your primary word is sufficient.
- ✓ Determine if the competition level is such that your business can compete.
- ✓ Ensure that the phrase/market you want to build the content around is closely related to your business (and your passion).

Content SEO (Search Engine Optimization)

- ✓ **Title Tag** – This is a very important HTML tag and will help your webpage or blog post rise in search if set up properly. Use your primary keyword phrase at the start of the tag and do not exceed 70 total characters (including spaces).
- ✓ **Description Tag** – This tag will be presented by the search engines when they present your content in their search results. For this reason alone the tag is important. However, if set up properly it also helps the content to rise in the search results so this tag does double duty. Use your primary keyword phrase at the start of the description tag and do not exceed 160 total characters (including spaces).

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✓ **H1 Tag** – This is the visible title of your webpage or post. It is the headline for your content. To have a nice headline is vital for engagement and the search engines look for this tag and place significant weight on it. Use your primary keyword phrase if possible in the tag. Make it compelling.

✓ **H2 Tag** – This is a subheading tag and to use it to make reading easier for your audience. The search engines look for this tag as well. Use your primary keyword phrase or a secondary phrase if possible. Do whatever makes the most sense for good writing.

✓ **An Image with Keyword File Name** – Adding an image adds value. Also, you can name your images anything so why not name them using your primary keyword phrase or something that relates well to your primary keyword phrase. The search engines cannot "see" the image but they can read the file name. Help your content to be found in search.

✓ **An Image with Keyword Alt Text** – Use Alt Text that has the exact keyword phrase or that relates well to your keyword phrase. Alt text is the text that you see when you place your mouse over an image.

✓ **Link(s)** – Build a strong internal link network and think about what external sources could link to this content. Link your posts to your website pages, your pages to other relevant pages and your posts to each other. This helps your readers and will help your content to be found in search.

Content Readability

✓ **Readability Stats** – Use the Tools / Options / Spelling / Readability Stats in MS Word (or the equivalent if you use another program) to get a quantitative idea of the readability of your content. This tool will also show you the extent to which you have used the passive voice. In most cases you will want to write using the active voice.

✓ **White Space** – White space helps people to feel more comfortable with your content. A page that is a big block of text will turn people away. Use white space to help present the content in a manner friendly to your readers.

✓ **Section Headings** – Section headings are great for readability and for search engine optimization. Use them.

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✓ **Highlighted Text** – Italics, Bold, Underline or Larger Font or Different Colored text breaks up the content to make it more pleasing to human readers and the search engines pay special attention to any high-lighted text. If you can have your primary keyword phrase somewhere in the content using highlighted text then this will also help search performance.

✓ **Bullets** – A bullet list is much easier to read (and scan) than the same information presented in paragraph format. Make your content easy to read and scan.

✓ **Link(s)** – Make internal links from any content page or blog post to other related and helpful content items on your website or blog. You may even want to link to some great content that is not on your site. If you do this use a link with a keyword phrase and if you link to content that is not on your site then make sure you construct the link to open in a new window or tab if you link to external content.

Content Type/Format

✓ **Reading Level of Audience** – Use a reading level and language that relates to your audience. Use the reading level of the niche. Make it easy for your audience.

✓ **Specific Language** – Be specific with your language and never be vague. Use the language and terms of the niche to make them feel at home and to show them that you understand them.

✓ **Text, Images, Video & Audio** – Use a content format that works best for your audience or include multiple content formats to help relate to people in multiple ways. Also some people like to read while others may prefer to listen. If you can cater to both segments within your target audience then your content can engage both segments optimally.

✓ **Writing Style** – Use a writing style that is yours and that relates to your audience.

✓ **Content Style** – Should your content be in paragraph format, a bullet list a photo or a diagram? Use multiple formats to increase the interest level.

✓ **Personality** – Do not be afraid to bring your personality into to your content. To bring your personality into your blog is even expected. Personality for a web page will still be there but typically the personality of a website page will not be as prominent as for a blog post.

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Action

- ✓ **Summary of what to do next** – Never leave the reader in doubt about the next step.
- ✓ **Call to Action** – Make it clear. Perhaps provide a specific engaging 'Action' button for people to respond to your call to action.
- ✓ **Links to other related content** - this is always good content marketing.

Content Marketing Checklist Summary

Use this ***content marketing checklist*** for your website pages and your blog posts. It will help you to remember key content for your human readers and your search engine visitors. Content Marketing is all about creating great content and then making it available to your audience. Making it available means to enabling it to be found when people search for your content.

Content Marketing is great content that can be found when people are searching for it.

You need to remember to do both and this content marketing checklist will help.