

Content Marketing
 UNLOCKED

NEILPATEL

Publishing Checklist

How To **Grow Your Traffic With**
Content Marketing

CONTENT CHECKLIST AND QUESTIONS

- Is my headline/title effective?
 - Have multiple ideas ready, and run through them with a friend or colleague.
- Is the point of my content clear and easy to understand?
 - What's my main point?
 - Why am I writing this?
 - What do I want someone to take away from reading this?
 - Do I prove my main point through my supplementary arguments and examples?
- Is my call-to-action clear?
 - What do I want my reader/watcher/listener to do?
 - Does it fit, contextually, to the content?
 - Is it simple to do?
 - Did I explain WHAT to do, clearly?
- Is my content useful, valuable, and/or entertaining to my target audience?
 - Even if you have an established audience, if your content doesn't have at least one of those attributes, it isn't going to get very many views, comments, or people who take action.
- Is my content free from errors?
 - Did I check punctuation?
 - Did I check spelling?
 - Did I check sentence structure?
 - Does the content flow appropriately?
 - Have you validated any facts, figures, or statistics that were used in your content for accuracy?
 - Did I make sure to credit sources of information and link out appropriately throughout my content?
- Did I include a clearly delineated call-to-action somewhere in my content?

OPTIMIZATION CHECKLIST AND QUESTIONS

- Did I optimize my images?
 - Fast load times are KEY to keeping users on your site!
 - Remember the benefit of optimizing images for Google image search!
- Did I include appropriate internal links to other pages (if applicable)?
- Did I include appropriate external links to other sites (if applicable)?
- Is my post slug written appropriately?
- Did I make it easy to comment on and share my content?
- Is my call-to-action working?

OPTIMIZATION CHECKLIST AND QUESTIONS

- Preview your content and check to make sure that it looks the way you want it to look.
- Also check all links to make sure they link out.
- And check your call-to-action and any other buttons/downloads to confirm they work.
- Schedule your post (if appropriate).
- Get your promotional materials ready to go out for the day you publish your post.
 - Preload them into your social media management tools, email service provider, and/or drafts to send to people you mentioned in the post.
- Add the link to your piece of content, to a management excel file to keep track of it.
 - Make sure that you include a description of the article, as well as what call-to-action you used. This is handy when you want to interlink to the article later.