



CONTENT MARKETING CHECKLIST

10 Point Content Marketing Checklist



1

Depending on your **ideation process**, this step may come before or after doing **keyword research**.

2

Define your angle. What unique perspective can you bring to **your topic**?

3

Complete **keyword research**. Keyword research is not dead. It's an important step for ensuring readers can find your blog post. That's why it bears repeating here.



Complete **competitive analysis**. Read other blog posts on your topic. Make note of what information they include. Determine how your post can add more value. This may mean incorporating new information or content types (video infographics, etc.) missing from existing posts.

4



5

Research your topic. If you know your topic well, it's important to do proper research. This helps prevent missing details and committing factual errors. It will also help establish you as an authority on your topic.



Write your outline. This is an important step for organizing your thoughts. **Highlight the main points your post will cover.** Then, determine your subheadings and sub-points. It's much easier to finish a blog post when you know exactly what you'll write first. This will save you time in the long run and make sure you hit **your deadline.**

6

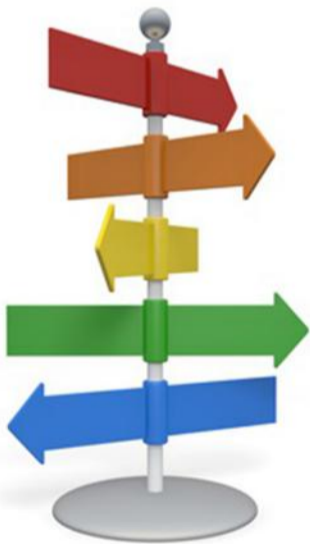


7

Write a **strong headline** Write **20 to 25** different options.

Include a hook in your intro. If your introduction isn't **immediately compelling**, rewrite it.

8



Include **image direction** and copy notes. Determine where your graphics will be placed. Then, include brief summaries for each image that your designer can follow. These should include a headline, all copy, and a general idea of what it should look like. This makes life easier for your designer by removing guesswork.

9

10

Place images and videos. Make sure all images and videos are properly placed. This means ensuring they're located in the right places and with the correct dimensions. If any are missing, add them in.

