



Your Content Checklist

Usefulness & Relevance:

- Does the content meet user needs, goals, and interests?
- Does the content meet business goals?
- For how long will the content be useful? When should it expire? Has its usefulness already expired?
- Is the content timely and relevant?

Clarity & Accuracy:

- Is the content understandable to customers?
- Is the content organized logically & coherently?
- Is the content correct?
- Does the content contain factual errors, typos, or grammatical errors?
- Do images, video, and audio meet technical standards, so they are clear?

Influence & Engagement:

- Does the content use the most appropriate techniques to influence or engage customers?
- Does the content execute those techniques effectively?
- Does the content use too many or too few techniques for the context?



Completeness:

- Does the content include all of the information customers need or might want about a topic?
- Does the content include too much or too little information about a topic for the context?

Voice & Style:

- Does the content consistently reflect the editorial or brand voice?
- Does its tone adjust appropriately to the context—for example, sales versus customer service?
- Does the content convey the appropriate editorial and brand qualities?
- Does the content seem to have a style? If so, does the content adhere to it consistently?
- Does the content read, look, or sound as though it's professionally crafted?

Usability & Findability:

- Is the content easy to scan or read?
- Is the content in a usable format, including headings, bulleted lists, tables, white space, or similar techniques, as appropriate to the content?
- Does the content follow search engine optimization (SEO) guidelines—such as using keywords—without sacrificing quality in other areas?
- Can customers find the content when searching using relevant keywords?