

# CONTENT STRATEGY CHECKLIST

An essential guide to creating effective content that connects with your audience and drives results.

## 1 Research

- ☐ Analyze your competitors' content to identify gaps and opportunities
- ☐ Research long-tail keywords that match how your customers search for solutions
- ☐ Map out your customers' journey
- ☐ Identify your target audience and which topics resonate with them the most
- ☐ Create detailed buyer personas based on real customer data



## 2 Planning

- ☐ Define at least three content pillars that align with your core services or products
- ☐ Create a content calendar that covers topics and publishing dates
- ☐ Map each content piece to a specific stage in your customer's buying journey
- ☐ Plan a mix of content formats and channels based on audience engagement
- ☐ Choose the right platforms and channels to distribute content
- ☐ Establish a consistent brand voice guide



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## 3 Creation

- ☐ Write compelling headlines that promise a clear benefit or solution
- ☐ Include real-world examples and case studies that prove your points
- ☐ Add relevant images, charts, or graphics



## 4 SEO Optimization

- ☐ Write SEO titles and meta descriptions that accurately summarize content and encourage clicks
- ☐ Add internal links
- ☐ Optimize images with descriptive alt text
- ☐ Structure content with proper heading hierarchy (H1, H2, H3)
- ☐ Include schema markup to help search engines understand your content's context
- ☐ Optimize for search engines and social media
- ☐ Reduce page speed (under three seconds)



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## 5 Publishing

- ☐ Reach out to industry partners or customers mentioned in your content
- ☐ Update older content with fresh information and examples
- ☐ Engage with early comments and questions to spark discussion
- ☐ Use a content management system (CMS) to publish content



## 6 Measurement

- ☐ Set up Google Analytics goals to track meaningful actions (beyond visits)
- ☐ Monitor organic traffic growth for each piece
- ☐ Measure conversion rates from content to leads or sales
- ☐ Identify your top-performing content and analyze why it works
- ☐ Review search console data to find new keyword opportunities
- ☐ A/B test headlines and CTAs to improve performance

