

CONTENT CHECKLIST

Use these 13 points to check if your content is king and ready for publish:

- 1 Is your content at least 1,000 words?
- 2 Is it solving a problem your audience has?
- 3 Have you used a strong headline?
- 4 Is it well formatted with lots of white space?
- 5 Do you link to other bloggers?
- 6 Are you using a nice relevant image at top of the post?
- 7 Did you use sub-headlines and bullets?
- 8 Is it well written with good English, grammar, and spelling?
- 9 Is there a lot of actionable content the reader can go out and use?
- 10 Do you have a strong call to action at the bottom telling your reader what to do next?
- 11 Are there shareable sections, quotes or data? (click to tweets)
- 12 Do you encourages readers to comment?
- 13 Have you made it easy to share?