

30 Point Content Checklist

Our 30-Point Content Checklist is designed to be completed in less than 5 minutes, and highlights the key factors when producing quality content as prescribed by Google's content guidelines.



Checklist:

SEO:

- Primary Keyword/s Are In The Title And Sub-Headings
- Internal Links That Reference Relevant Information On The Page Setup
- Overall Content Is Well Structured With Formatted Tags (example: H1, H2, H3, P)
- Main Content Is Unique And Not Found Elsewhere Online
- All Images Have Alt Tags, Titles and Descriptions
- Meta Title And Description Have Primary Keyword/s
- If Blog, Table Of Contents Is Visible

Content:

- Title Corresponds With The Content (example: Title: "Dog Grooming Guide" - Content Includes A Step by Step)
- Main Content Provides A Clear Topical Key Points
- Supplementary Content Supports The Main Content's Key Points
- Content Has Images That Makes It Easier To Understand The Text-Based Content
- If The Content Is Promotional, Sponsored, Or Paid, It Clearly Specifies It On-Page (Example: Advertisement, Sponsored Article, Guest Post)
- Content Serves It's Purpose For The Audience

Audience Satisfaction:

- Audience will feel satisfied with the quality of content, and the information serve it's purpose (examples: education, entertainment)
- Audience will be engaged for a suitable duration
- Content Is Easily Legible On Multiple Devices? (Desktop PC, Laptop, Tablet And Mobile Devices)
- Audience will feed satisfied with the author demonstrating authority, expertise and trustworthiness

Intent:

- Main Content Is Easy To Read And Information Is Easy To Find On-Page
- Ads On The Page Are Not Too Distracting From The Main Content, And Relevant
- Content Does Not Promote Hate, Violence, Deception or Political Manipulation
- Content Is Not Harmful, Malicious Or Deceptive

Trust:

- The Brand Logo and/or Author Bio Is Easy To Find
- It Is Easy To Find Information Or Link To Information About The Business On The Page
- The Business / Author Has Positive Reviews, Recommendations And Comments Elsewhere Online

Authority:

- Content Displays Authority With Trustworthy Citations
- Content Be Considered A Source of Truth
- This Page Is Cited Elsewhere Online For The Information Provided

Expertise:

- This Article Is Authored With The Right Level Of Expertise
- Author Is Considered An Expert, Or Has Formal Education On The Topic Displayed In Their Profile
- Author Has High Expertise In This Subject Displayed Elsewhere Online

Explanation:

Is your content easily searchable? You need to provide concise information across the entirety of your content so it's searchable.

Once this is done, it's about structuring your content to tell a compelling story with a purpose.

Measure the relevancy of the content to the topical title, and if the content is easy to understand.

Split your content into "Main" and "Supplementary" with Main Content defining the key points, and your Supplementary Content supporting each point in richer detail.

What feeling does your audience have when they finish reading your content? Are they satisfied? Do they feel comfortable, engaged to learn more?

Does your content put your audience's needs first? This should always be the first intent whether it's a product page, service page, educational article

Identify how trustworthy your content is by eliminating deceptive online behaviour and being clear with who the author is.

Identify if the content is purposefully crafted to be a source of truth for the audience.

Identify what level of expertise the content requires, and if the author fulfills the required amount of expertise about the topic.

Total Score: 0 /30

SCORECARD	
30 Points	Great! You have some amazing content that's ready to share online, via social media and publications.
27 - 29 Points	Your article is good, but can be enhanced. It's okay to publish, but we recommend reviewing again before publishing.
21 - 26 Points	Your article is okay, but needs some work before publishing online.
< 20 Points	Let us help.

Feedback? We'd love to hear from you.

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