

Content Checklists

Presented By CoSchedule's Content Marketing Hub



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Keyword Research Checklist

- ☐ **Create a keyword spreadsheet:** Create a spreadsheet for effective organization of keyword data.
- ☐ **Collect search volumes:** Use keyword research tools like Google Keyword Planner or Moz Keyword Explorer to gather search volume data.
- ☐ **Assess keyword difficulty:** Analyze chosen keywords using Semrush or Moz to ensure achievable rankings.
- ☐ **Understand search intent:** Determine keyword intention (purchase, research, collecting information) aligning with audience needs.
- ☐ **Identify LSI keywords and variations:** Find related LSI (Latent Semantic Indexing) keywords and long-tail variations to enhance reach and relevance.
- ☐ **Verify relevance to audience:** Ensure chosen keyword is relevant to niche and readers for valuable rankings.
- ☐ **Cross-reference data with multiple tools:** Leverage multiple keyword research tools for comprehensive insights into your chosen keyword set.
- ☐ **Check for existing targeting:** Confirm non-overlapping targeting of selected keywords using SEO platforms or rank tracking tools.
- ☐ **Conduct competitive research:** Analyze competitors' keyword strategies to uncover ranking opportunities and untapped keywords.

Content Marketing Project Management Checklist

- ☐ **Define your objective:** Set a clear goal that aligns with your overall business objectives for the content marketing project.
- ☐ **Select channels, tactics, and strategies:** Determine the specific channels, tactics, and strategies you'll employ for your project before starting.
- ☐ **Set deadlines:** Establish deadlines for each step of the project to ensure timely completion and avoid scope creep.
- ☐ **Set budgets:** Determine project budget and negotiate for additional funds if needed.
- ☐ **Delegate tasks:** Assign appropriate team members to specific tasks.
- ☐ **Outline project completion steps:** Document each step required to complete the project, creating a project-specific checklist.
- ☐ **Establish success metrics:** Define measurable criteria to determine project success and gauge performance.
- ☐ **Schedule check-in meetings:** Set dates for regular check-in meetings to discuss project progress and maintain open communication to meet deadlines.

Social Media Campaign Planning Checklist

- ☐ **Define your campaign's purpose:** Clearly establish your campaign's aim, such as increasing followers, driving leads, or creating brand awareness.
- ☐ **Prepare social content for the next two weeks:** Efficiently manage your brand's social media presence across multiple networks by scheduling core messaging in advance. This proactive approach will keep your calendar full and organized.
- ☐ **Determine metrics and goals:** Identify the metrics you'll use to measure campaign success.
- ☐ **Review and ensure message appropriateness:** Thoroughly review all messages to avoid offensive or culturally insensitive content before scheduling your campaign.
- ☐ **Cover the appropriate social networks:** Ensure your campaign covers all relevant social networks where your brand is present.
- ☐ **Incorporate strong images:** Use visually appealing images to enhance content readership and increase engagement.
- ☐ **Use hashtags strategically:** Create a custom hashtag to unify your campaign posts or leverage timely and topical hashtags for increased exposure.
- ☐ **Respond to social messages:** Establish a routine for consistently responding to incoming social messages.

Blog Post Writing Checklist

- ☐ **Select your topic:** Choose the subject for your blog post, either before or after conducting keyword research.
- ☐ **Define your angle:** Determine the unique perspective you can bring to the topic.
- ☐ **Complete keyword research:** Conduct thorough keyword research to ensure visibility and discoverability of your blog post.
- ☐ **Perform competitive analysis:** Read existing blog posts on the topic. Take note of included information and identify opportunities where you can provide additional value.
- ☐ **Research your topic:** Collect necessary information and conduct research to avoid factual errors and establish authority.
- ☐ **Write your outline:** Create an outline highlighting the main points, subheadings, and sub-points, to organize your thoughts.
- ☐ **Write a strong headline:** Generate 20 to 25 headline options and use the Headline Analyzer Studio to pick the most compelling one.
- ☐ **Include a hook in your intro:** Ensure your introduction immediately grabs readers' attention; rewrite if necessary.
- ☐ **Write blog post body content:** Craft the main body of your blog post, covering all key points and supporting information.
- ☐ **Include image direction and copy notes:** Provide clear instructions for image placement, including headline, copy, and design guidelines to assist your designer.
- ☐ **Place images and videos:** Verify all visuals are appropriately placed, sized correctly, and aren't missing.
- ☐ **Write corresponding social messages:** Create social media content to promote your blog post.
- ☐ **Proofread:** Thoroughly review your writing, checking for errors and inconsistencies. Have a team member review the blog post for additional feedback.

Email Marketing Checklist

- ☐ **Craft a compelling subject line:** Create an engaging subject line that catches the recipient's attention.
- ☐ **Create actionable email copy:** Write engaging email copy and include relevant images to improve readability.
- ☐ **Ensure links are working:** Test all the links in your email to ensure they're working.
- ☐ **Proofread:** Review your email meticulously to identify and remove typos and errors.
- ☐ **Communicate clear value:** Ensure your subject line and email content have a clear value proposition.
- ☐ **Add a strong CTA:** Double-check that your email contains a prominent and persuasive CTA, especially for specific desired actions.
- ☐ **Configure analytics:** Verify your email platform's analytics are accurately set up, and consider integrating Google Analytics for campaign tracking.
- ☐ **Segment your email list:** Ensure your emails are sent to the appropriate audience segments based on their interests, demographics, and preferences.
- ☐ **Ensure legal compliance:** Review your email opt-in process to comply with Anti-Spam Laws, ensuring unchecked opt-in boxes.
- ☐ **Optimize landing pages:** Double-check the linked pages are high-quality, relevant, and directly related to the email to improve conversion rates.
- ☐ **Optimize for mobile:** Confirm your email is mobile-friendly and displays well across devices, including mobile.
- ☐ **Schedule for optimal delivery:** Correctly time sending your email based on your target audience's behavior and preferences.

Image Design Checklist

- ☐ **Check image copy:** Ensure the accompanying text within the image is properly written and approved before designing an image.
- ☐ **Proofread image copy:** Review image text thoroughly to avoid typos or errors before publishing.
- ☐ **Outline image direction:** Align the writer's and designer's vision by providing design direction for each graphic in blog posts or social media campaigns.
- ☐ **Design graphics:** Create the visual elements according to the outlined direction and specifications.
- ☐ **Meet brand standards:** Ensure the image adheres to your brand or company's visual branding guidelines.
- ☐ **Maintain visual consistency:** Keep the visual style consistent across multiple images for campaigns or blog posts, unless intentional variation is intended.
- ☐ **Check image file size:** Optimize image file sizes to prevent slow webpage loading times.
- ☐ **Ensure readability:** Confirm all text within the designs is clear and easily legible.
- ☐ **Use correct resolution:** Use 72 dpi for web images and 300 dpi for print materials.
- ☐ **Confirm dimensions:** Resize images to the appropriate dimensions for their placement, avoiding CMS resizing for web images.

Video Marketing Checklist

- ☐ **Gather equipment:** Get all the necessary cameras, microphones, props, and other required items for the shoot.
- ☐ **Define video purpose:** Determine the goal of your video, whether it's instructional, promotional, or entertaining.
- ☐ **Write a strong video script:** Create an engaging script and give it a friendly read-through to ensure it's clear and fits within the desired length.
- ☐ **Identify on-screen personalities:** Arrange actors or speakers in advance, including co-workers, guests, or professional actors.
- ☐ **Choose filming location:** Choose a shooting location that's easily accessible for everyone involved.
- ☐ **Check lighting:** Check the lighting conditions to ensure your video looks its best with optimal visual quality.
- ☐ **Shoot video:** Capture the footage for your video.
- ☐ **Finalize an attention-grabbing video title:** Craft a descriptive title with relevant keywords for YouTube and SEO.
- ☐ **Write compelling video description:** Create an engaging description for platforms like YouTube or other upload sites.
- ☐ **Upload video:** Choose the appropriate platform for uploading the video, such as YouTube, Facebook, or Vimeo.
- ☐ **Add YouTube annotation links:** Include valuable annotation links within your YouTube video to drive traffic to your website or blog.
- ☐ **Consider a relevant playlist:** If uploading on YouTube, consider adding your video to a relevant playlist to enhance visibility for users searching for similar content

Podcasting Checklist

- ☐ **Check microphone functionality:** Ensure the microphones work properly before recording, especially with guests on board.
- ☐ **Line up guests and participants:** Determine who will be part of your podcast, including yourself, co-workers, or guest speakers.
- ☐ **Choose a topic or theme:** Select a subject or theme to ensure focused and directed podcast episodes.
- ☐ **Create a loose outline:** Prepare a bullet-point outline or interview questions to guide the discussion.
- ☐ **Create intro music:** Compose or purchase recognizable intro music to enhance listener recall.
- ☐ **Get the podcast episode ready:** Record and edit the episode so it's ready to publish.
- ☐ **Publish the episode:** Submit the podcast to iTunes and other directories for increased discoverability.
- ☐ **Promote the episode:** Generate buzz through blog posts, social media, and email newsletters.
- ☐ **Establish a regular posting schedule:** Determine a consistent release schedule using an editorial calendar.

Landing Page Checklist

- ☐ **Develop a clear outline:** Create a logical flow for your landing page before writing content.
- ☐ **Generate strong headlines:** Create 20-25 options and choose the most compelling one.
- ☐ **Write benefits-focused copy:** Emphasize how your product or service solves problems or meets needs.
- ☐ **Create a clear CTA:** Prompt visitors to take the desired action on your landing page.
- ☐ **Design appealing graphics:** Enhance your landing page's visual appeal and effectiveness.
- ☐ **Create a landing page:** Use tools to design your landing page easily.
- ☐ **Ensure consistent branding and style:** Align colors, fonts, and word choices with your brand's standards.
- ☐ **Proofread landing page copy:** Remove any errors and typos for a professional presentation.
- ☐ **Clarify your key selling point:** Ensure the headline and design elements clearly convey your landing page's purpose.
- ☐ **Create a comprehensive promotion plan:** Include PPC, social media, email campaigns, and other relevant channels.
- ☐ **Ensure consistent branding:** Maintain consistent messaging across promotional content.
- ☐ **Test form usability:** Ensure your lead generation form is easy to complete to improve conversion rates.
- ☐ **Establish success metrics:** Define your landing page KPIs. E.g., conversion rate, number of conversions, and page visits.
- ☐ **Do A/B testing:** Compare headline, layout, and copy variations to optimize your landing page.

Proofreading & Copyediting Checklist

☐

Eliminate spelling and grammatical errors: Use tools like Grammarly or Hemingway to ensure error-free and readable copy.

☐

Ensure superior content: Compare your post to existing content on the topic to ensure it's more comprehensive than or differentiated from your competitors.

☐

Introduce new information: Add unique perspectives or insights to provide readers with genuine value and improve SEO.

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Enhance readability: Make sentences clear and easy to read, even if they are grammatically correct.

☐

Confirm key information: Cross-reference your post with others to ensure no important details are amiss.

☐

Ensure correct formatting: Maintain consistent formatting and check images, lists, and paragraphs for accuracy.

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Check graphics for errors: Check image copy for spelling errors to prevent issues after publication.

☐

Maintain consistency: Align copy with your style standards, whether following AP style or a customized brand guide.

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Ensure factual accuracy: Verify any uncertain information to protect your brand reputation and avoid legal complications.

Search Engine Optimization (SEO) Checklist

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Optimize primary keyword usage: Ensure the primary keyword appears naturally in the URL, headline, H1 tag, title tag, meta description, and a few times in the body content.

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Include internal links: Incorporate relevant internal links to improve navigation for readers and help search engines understand the website's structure.

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Craft a compelling title tag: Create a well-written title tag within 70 characters or less, including the primary keyword, to attract readers and provide search engines with context.

☐

Write a strong meta description: Write a meta description summarizing the presented content, encouraging more clicks from readers.

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Check page loading speed: Use PageSpeed Insights Tool to ensure fast-loading pages.

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Check for broken links: Double-check content links to remove any broken links that may harm user experience and SEO.

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Ensure high-quality content: Ensure your content meets the minimum length of 300 words, includes captivating graphics, and offers valuable information that outperforms your competitors.

☐

Optimize image alt-tags and file names: Assign descriptive file names to images and include optimized alt-tags (up to 15 words of unique descriptive text) for better accessibility and improved SEO.