

# THE ULTIMATE Skyscraper Technique Checklist

*By CoSchedule*

- ☐ *Select keyword*
- ☐ *Review top ten ranking posts for selected keyword in Google*
- ☐ *Review top ten most shared posts for selected keyword in BuzzSumo*
- ☐ *Determine average length of top content*
- ☐ *Determine if our site can compete for selected keyword based on Domain Authority and Page Authority*
- ☐ *Determine average length for top-performing competitive content*
- ☐ *Determine average number of images and videos for top-performing competitive content*
- ☐ *Identify gaps in competitive content*
- ☐ *Identify common keywords and phrases used in competitive content  
(consider including these in your own content)*
- ☐ *Write content outline*
- ☐ *Write 20 to 30 headlines using the Headline Analyzer*
- ☐ *Write content*
- ☐ *Create images*
- ☐ *Create video or repurpose existing video content*
- ☐ *Publish content*
- ☐ *Review performance*

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