

# DIGITAL CONTENT CREATION CHECKLIST

## FINDABLE

- USE KEYWORDS FOR SEO WITHIN CONTENT
- OPTIMIZE TITLES FOR SEARCH (70 CHARACTERS MAX)
- CREATE META DESCRIPTIONS (150 CHARACTERS MAX)
- INCLUDE INTERNAL LINKS IN CONTENT

## READABLE

- USE BULLETS AND LISTS FOR EASY SCANNING
- USE SUBHEADINGS, CONTENT CHUNKING, SHORT SENTENCES
- IMPORTANT FACTS AT TOP
- LESS IS MORE - SHORT, CONCISE, CONSISTENT
- USE FLESCH-KINCAID SCALE, GRAMMARLY TO CHECK READABILITY

## DIGESTIBLE

- WRITE FOR YOUR AUDIENCE/PERSONA
- WRITE FOR 6TH-8TH GRADE READING LEVEL
- PROVIDE CONTEXT & SPELL OUT ACRONYMS AT FIRST MENTION
- DON'T USE JARGON, IDIOMS

# DIGITAL CONTENT CREATION CHECKLIST

## ACTIONABLE

- A CLEAR CALL TO ACTION
- LINK TO RELATED CONTENT
- LIMIT NUMBER OF CALL TO ACTIONS - KEEP IT FOCUSED
- FOCUS ON MAIN PAGE GOAL AND USER JOURNEY
- ALIGN CONTENT WITH USER JOURNEY STAGE

## SHAREABLE

- ASK USERS TO SHARE
- MAKE SURE THERE'S A REASON TO SHARE