



# Creating Digital Content Checklist

## Can the user find the content?

Is your content optimised for search engines?

Have you customised the metadata (titles, keywords, and description tags)?

Have you included links to other pages on the site to improve your value for search engine spiders?

Have you included alt tags on your photos and other images to ensure that they appear in searches?

## Is the content easy to read and digest?

Are the most important facts at the top of the page/post?

Have you used bullet points/lists to make it quicker for your audience to read?

Is your page/post free from jargon and confusing abbreviations?

## Is your content relevant?

Have you taken buyer personas into account?

Have you identified a pain and provided a solution?

Have you asked yourself the 'so what' question about your content?

## Have you included a call to action?

Have you included an obvious call to action? What do you want your audience to do having read the content?

Have you provided to links to relevant content?

## Can your content be easily shared?

Does your content provoke an emotional response that will make your audience want to share?

Have you provided a reason to share?

Have you included sharing widgets to make it easy to share?