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Content Creation Checklist

Planning Phase

➔ Define Goals and Objectives
  ◆ What is the purpose of the content? (e.g., educate, inform, entertain, convert)
  ◆ What are the key performance indicators (KPIs)?
➔ Identify Your Audience
  ◆ Who is the target audience?
  ◆ What are their pain points, interests, and needs?
  ◆ Create audience personas if not already done.
➔ Keyword Research
  ◆ Identify primary and secondary keywords.
  ◆ Analyze keyword competition and search volume.
  ◆ Use tools like Google Keyword Planner, Ahrefs, or SEMrush.
➔ Content Type and Format
  ◆ Determine the type of content (blog post, video, infographic, podcast, etc.).
  ◆ Decide on the format (listicle, how-to guide, case study, interview, etc.).
➔ Outline and Structure
  ◆ Create a detailed outline with headings and subheadings.
  ◆ Plan the introduction, body, and conclusion.
  ◆ Decide on the main points and supporting details.
➔ Content Calendar
  ◆ Schedule the publication date.
  ◆ Plan for content promotion.
  ◆ Assign tasks and set deadlines.

Creation Phase

7. Research
  ○ Gather reliable sources and references.
  ○ Take notes and organize your research.

- Verify facts and data.

8. Drafting
   - Write a compelling headline and introduction.
   - Develop the main content with clear, concise language.
   - Use subheadings, bullet points, and short paragraphs for readability.

9. Visuals and Media
   - Select or create relevant images, videos, or infographics.
   - Ensure all visuals are high-quality and properly licensed.
   - Optimize images for the web (size, alt text, captions).

10. SEO Optimization
    - Include primary and secondary keywords naturally.
    - Optimize meta title and description.
    - Use internal and external links.
    - Ensure proper use of headers (H1, H2, H3).

11. Formatting
    - Check for consistent style and tone.
    - Use appropriate fonts and sizes.
    - Ensure proper spacing and alignment.

Review and Editing Phase

12. Content Review
    - Proofread for grammar, spelling, and punctuation errors.
    - Check for clarity and coherence.
    - Ensure the content aligns with your goals and objectives.

13. Feedback and Revisions
    - Get feedback from peers or stakeholders.
    - Make necessary revisions based on feedback.
    - Double-check facts and sources.

14. Compliance Check
    - Ensure content adheres to brand guidelines.
    - Check for any legal issues (copyright, trademarks).
    - Verify compliance with SEO best practices.

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Publishing Phase

15. Final Proofread
    ○ Conduct a final read-through.
    ○ Ensure all links are working.
    ○ Verify formatting and visuals.
16. Upload and Publish
    ○ Upload content to your CMS or platform.
    ○ Set the correct publish date and time.
    ○ Preview the content before publishing.

Promotion Phase

17. Promotion Plan
    ○ Share on social media channels.
    ○ Send out email newsletters.
    ○ Engage with online communities and forums.
18. Engagement
    ○ Respond to comments and feedback.
    ○ Track social media engagement.

Performance Analysis

19. Monitor Performance
    ○ Track KPIs (views, shares, comments, conversions).
    ○ Use analytics tools (Google Analytics, social media insights).
20. Review and Optimize
    ○ Analyze performance data.
    ○ Identify areas for improvement.
    ○ Update and repurpose content as needed.

Documentation

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21. Maintain Records
     ○ Document the content creation process.
     ○ Keep a record of feedback and revisions.
     ○ Store final versions and related assets.

Backup and Security

22. Backup Content
     ○ Regularly back up all content and assets.
     ○ Ensure secure storage and access.

Using this checklist will help streamline your content creation process and ensure high-quality, impactful content production.