Creating Valuable Content™
A Step-By-Step Checklist Version 2.0

IS THE CONTENT:

Findable
Can the user find the content?
☐ An h1 tag
☐ Metadata: title, descriptions, categories & tags
☐ At least 2 links in the body copy
☐ Alt tags for images

Readable
Can the user read the content?
☐ An inverted pyramid writing style
☐ Bullets / numbered lists
☐ Attention to the style guide
☐ A use of headers & chunking copy

Understandable
Can the user understand the content?
☐ Reflection that you considered user personas
☐ An appropriate content type (text, video, etc.)
☐ Provide an introduction to set context
☐ Respect for the audience’s reading and understanding level

Actionable
Will the user want to take action?
☐ A call to action
☐ An invitation to share
☐ Links to related content
☐ A place to comment

Shareable
Will the user share the content?
☐ A reason to share (e.g. something to provoke an emotional experience)
☐ An ask to share
☐ An easy way to share (e.g. use of widgets)
☐ Personalization (add hashtags to tweets)

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