



CREATING VALUABLE CONTENT™

A STEP-BY-STEP CHECKLIST

IS THE CONTENT:

DOES THE CONTENT INCLUDE:

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)