

CONTENT CREATION CHECKLIST

Understand your target audience

Form profiles of your top buyer personas to determine what content types and topics they prefer to consume at each funnel stage. Collect data from analytics, survey reports, social media, etc.

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Form a content team

Top-notch content teams usually consist of a strategist, copywriters, and designers. Large-scale businesses also onboard demand gen and SEO specialists. If your business is small, spot colleagues with a creative flair and let them experiment with content making.

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Search for relevant topics

Use tools like Google Trends, BuzzSumo, or Quora to understand what content consumers prefer. During this process, you can also utilize SEO platforms like Ahrefs and SEMRush to conduct keyword research, especially for blog posts and videos.

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Research existing content

Read existing blog posts ranking high on search engines for your target keywords, watch videos, or search for relevant infographics. You can also follow specific hashtags on social media like LinkedIn or Instagram to inspire you.

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Create new content

Once you've found your content idea, it's time for the real magic. Choose tools like Canva or Grammarly to help you in the creation process, and share the content with an editor/ proofreader before publishing.

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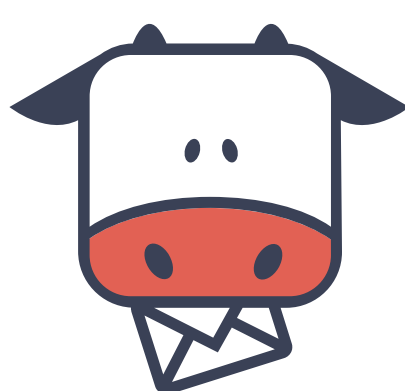
Repurpose when possible

Reuse existing content to deliver different topical formats to your audience based on your medium. For example, you can turn a video into a podcast by maintaining the audio file.

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Analyze your metrics

Monitor metrics, such as traffic, impressions, views, clicks, and bounce rates to understand how your users interact with your content and fuel your future ideas based on those observations.

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