Content Editing Checklist – Kennedy Andersson AB

TOPIC / THEME

Does this topic align with the content or marketing mission statement?

Does this content cover a topic that the buyer personas would expect you to discuss?

Is the topic part of your “thought leadership” approach?

Have we covered this topic in the past? If so, does this content add anything new & meaningful?

Are we covering this topic in a way, or with a level of detail that our competitors aren’t?

Can we use another perspective or approach to make this subject more relevant or interesting for a particular audience?

PURPOSE

Does this content have a clearly defined purpose?

Does it meet that purpose?

Does this content address the buyer persona pain?

FORMAT & STRUCTURE

Is this the right format for this content?

Can the content be used in other formats or styles for other buyer personas?

Does the content and it’s story follow a logical structure?

Is the text easy to read?

Can we break up the text with sub-headings to improve readability?

Do we have impactful visuals to support the content and it’s message?

WRITING

Does the content meet the rule – Clear, Informative and Engaging?

Does the content tell a story?

Is the grammar correct?

Is the spelling correct?

Is the tone right for the topic and the audience?

Do we have third party references to endorse the message?

SEO

Is the title optimised for a primary keyword(s)?

Have Meta keywords and descriptions been included?

Does the article include H1, H2 & H3 tags

Is there a clear call to action for next steps?

BRANDING

Does the content comply with the brand values and positioning statement?

Does the content reflect your graphic style and tone of voice guide?

Is the content consistent with other channels?

