

Content Writing Infographic

CONTENT CREATION IS ESSENTIAL TO MODERN MARKETING



Today's market is driven by a wide variety of customer interests, backgrounds, and needs, and every piece of content you produce – be it a social media post, blog, or white paper – is a reflection of your brand.



WITH THAT IN MIND,

here is a list of questions to ask yourself when creating any content:

TOPIC SELECTION



- Have you created a buyer persona(s)?
- What type(s) of content are you creating and why?
- What specific goals will the content achieve?
- What problems will the content help solve?
- Can you tweak the angle of older content to make it more relevant?
- Which types of content will best meet your goals (e.g. blogs, videos, images)?
- Will our readers and buyer personas care about this topic?



ARTICLE STRUCTURE & FORMATTING

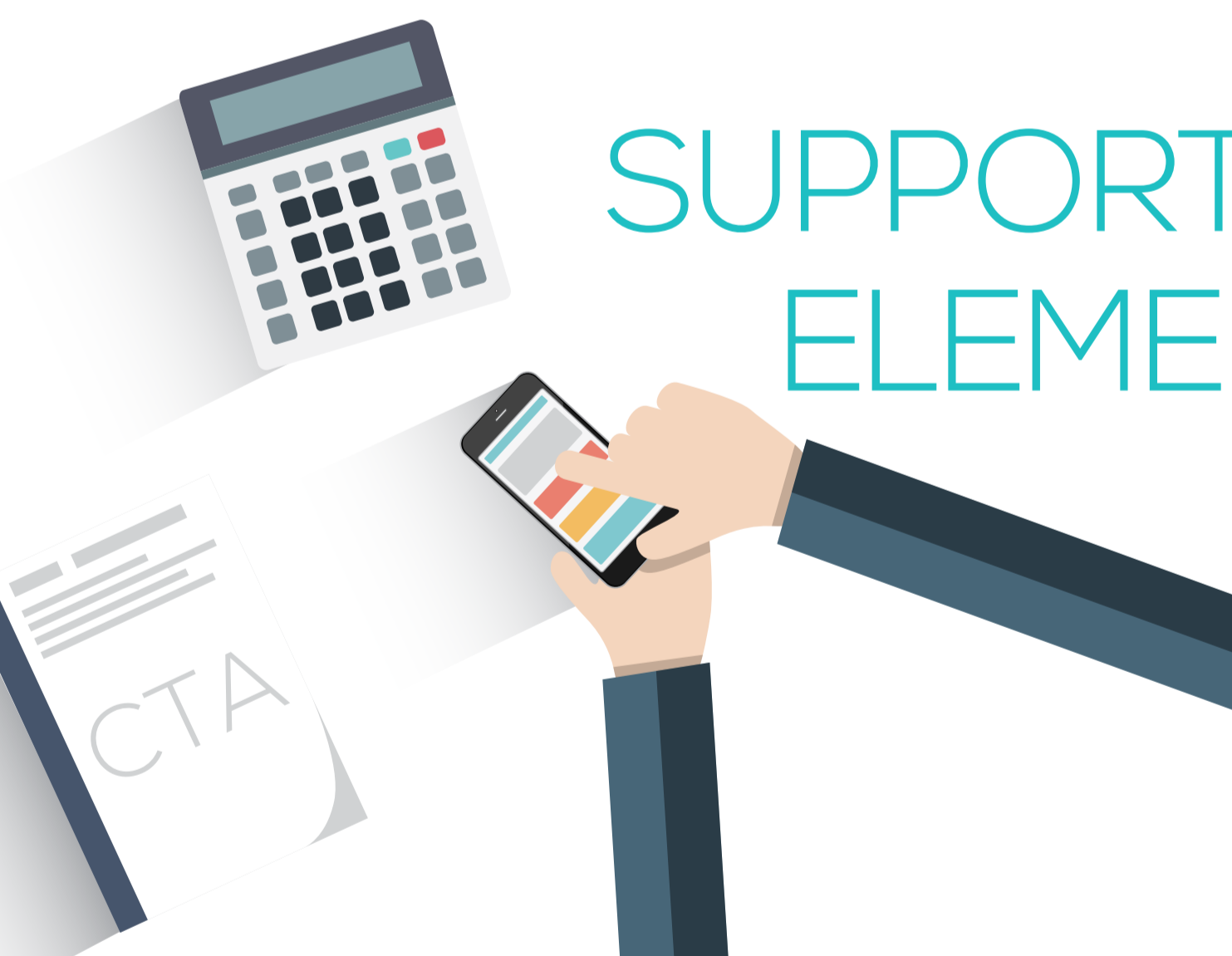
- Is the content organized in a logical order with transitions that flow well?
- Is text broken up with headers and paragraph breaks so readers can scan and skim?
- Is the content formatted consistently?
- Are all major points associated with the topic covered in the content?

WRITING / COPYEDITING



- Does the content tell an interesting and well-written story?
- Is the grammar correct?
- Is the spelling correct and has the document been spell-checked?
- Does the introduction capture the reader's attention?
- Have you planned ahead using an editorial calendar and are you sticking to it?

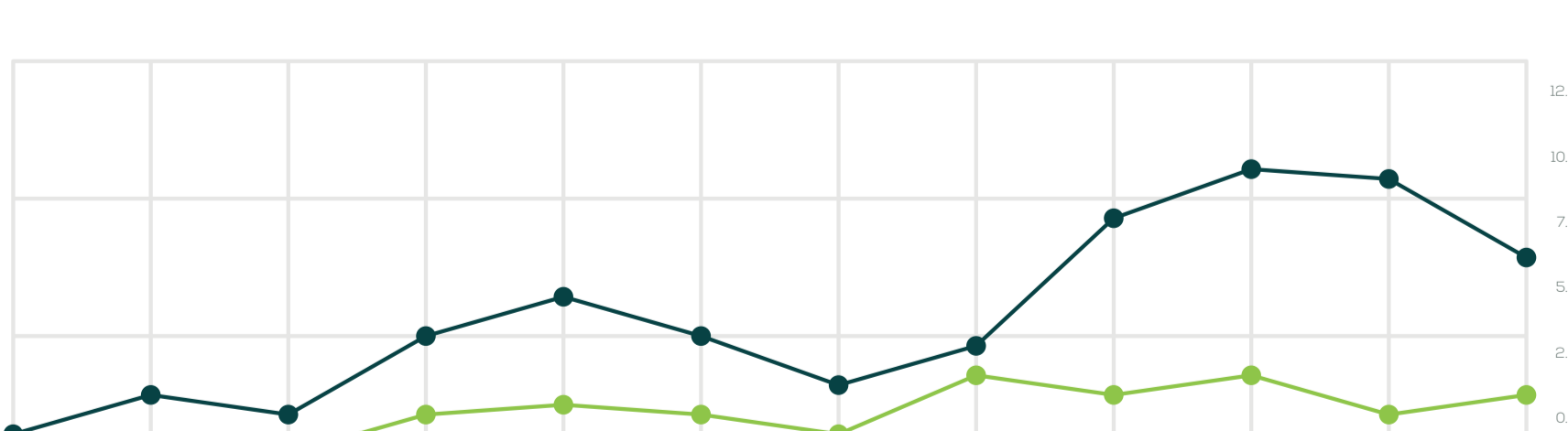
SUPPORTING ELEMENTS



- Is your data well-researched and have you properly cited your sources?
- Does your content contain appropriate examples and visuals to support it?
- Do you have a clear call-to-action in your content?

CONTENT PROMOTION

- Have you promoted the content in relevant email or social media channels?
- Is the content search engine optimized?



● Content Promotion ● Search Engine Optimization

NEED HELP?

Call:
(207) 947-9333

FOR YOUR FREE CONSULTATION TODAY!

