CONTENT CREATION
CHECKLIST

Whether you're writing a blog, producing a video or creating a podcast, there are a few things to think about before you start. Here are 10 things you need to think about having in place to make the process quicker and easier for you. Tick them off as you go.

☐ What kind of content are you creating?

☐ What's the topic?

☐ Who is it for?

☐ What is its purpose?

☐ How long will it be?

☐ Do you need quotes, statistics or information from anyone else?

☐ Are you using images? Where will you source them from?

☐ Where will it be shared?

☐ Have you got a call to action?

☐ Have you got a title?

Tips to Help You

1. **What kind of content are you creating?** Is it a blog, a video or an infographic?
2. **What's the topic?** What is your piece of content about? What are the keywords you need to include to help people find your content if it's a popular subject?
3. **Who is it for?** Who is the intended audience? Is it existing customers, potential new customers, or is it for internal use?
4. **What is its purpose?** Is it to tell the audience about a new service, how to do something or about new legislation that they need to be aware of?
5. **How long will it be?** If it's a blog post, it should be a minimum of 300 words. If it's a video, more than 10 minutes may be too long.
6. **Do you need quotes, statistics or information from anyone else?** If it's a business update, a quote from the CEO or MD might be helpful. If you're giving advice on using IT systems, facts and figures will be needed from the development team.

7. **Are you using images?** Where will you source them from? Are you using images in your blog or as a thumbnail? If you're not using branded graphics, do you need to find a royalty-free site for photos? Do you need headshots from a podcast guest?
8. **Where will it be shared?** Are you publishing straight to your website? Will you schedule it to be shared at a later date? Is it for your YouTube channel or are you sharing it on social media as well/instead?
9. **Have you got a call to action?** What do you want people to do after they've consumed your content? Would you like them to subscribe to your channel, download a free guide or get in touch with you to learn more?
10. **Have you got a title?** Write your title last! Once the content is created, it will be easier to come up with a title for it (bearing in mind your key words). Having a title first and trying to create the content to fit it is a lot harder.