

Editor's Page Content Checklist

For small medium size business and/or Blog

This content checklist will easily guide you through all aspects of editing. Before publishing a document, always verify that you have considered each item listed below.

Content

Purpose: Stated clearly? Specific requests for action or information?

Information: Accurate and complete? Is your content easy to read?

Is it audience niche ? Min 400 words?

Type: Blog or Landing page? If Landing page see design and Sequence.

Structure

Paragraphs: Begin with a topic sentence? Transitions within and between?

Focused on one topic? Limited to 4 to 5 lines?

Sentences: Varied in structure and length? Streamlined to 15 to 20 words?

Design

Format: Enough headlines and lists? Action items clear or highlighted?

Enough white space, colors, photos, infographics...?

Presentation: Would a chart or graph be more effective for certain information?

Call-to-action buttons?

Testimonials or mentions?

Sequence

Tone/Style

Proof read

Other *Enter anything else you may think useful - Reviews, comments in order to double-check.*

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