FAST-TO-PUBLISH CONTENT CHECKLIST

Before you hit publish, run through this
quick checklist to ensure your content is fast and thoughtful.

STRATEGY CHECK

- ☐ Clear purpose — Does it support a business or audience goal?
- ☐ Relevant topic — Timely and aligned with needs?
- ☐ Defined audience — Is the tone and message appropriate?
- ☐ Delivers value — Does it teach, solve, or guide?

SEO + METADATA

- ☐ Accurate title & description — Reflects actual content?
- ☐ Natural keyword use — Useful, not forced?
- ☐ Alt text added — Clear and accessible?
- ☐ Internal links included — Helpful, relevant connections?

AI USE (IF APPLICABLE)

- ☐ Reviewed output — Edited and fact-checked?
- ☐ Brand voice — Does it sound like you?
- ☐ Avoids repetition — No filler or redundancy?
- ☐ Adds insight — Human perspective layered in?

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CONTENT QUALITY

- ☐ Readable structure — Headings, short paragraphs, easy flow?
- ☐ Strong opening — Engages from the start?
- ☐ Clear CTA — What's the next step?
- ☐ Proofed — Tone, grammar, and typos checked?

COLLABORATION & REVIEW

- ☐ Stakeholders aligned — Has relevant input been gathered early?
- ☐ Peer-reviewed — Has someone else reviewed for clarity and tone?
- ☐ Feedback loop set — Is there a plan for follow-up or revisions?
- ☐ Approvals complete — Have sign-offs been secured before launch?

COMPLIANCE & BRAND STANDARDS

- ☐ Brand style followed — Are tone, visuals, and formatting consistent?
- ☐ Disclaimers added — Are any legal or regulatory notes included?
- ☐ Sources credited — Are all data points and quotes properly cited?
- ☐ Accessibility checked — Does it meet readability and ADA guidelines?

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