



ROGER C. PARKER'S *PUBLISHED & PROFITABLE*

# Content Curation Scorecard

WEEK OF \_\_\_\_\_

| CRITERIA     | QUESTION   | COMMENTS | SCORE |
|--------------|--|----------|-------|
| Relevant     | Do you choose topics based on your market's information needs?     |          |       |
| Uniqueness   | Do you recommend content your market would otherwise overlook?     |          |       |
| Context      | Do your comments provide a context for the content you curate?     |          |       |
| Add value    | Do your comments summarize key ideas and lessons?                  |          |       |
| Concise      | Are your comments as concise as possible?                          |          |       |
| Graphic      | Do you use graphics to add value to your comments?                 |          |       |
| Organization | Do you organize your curated content into categories?              |          |       |
| Efficiency   | Do you curate on a regular basis and recycle your recommendations? |          |       |
| Tracking     | Do you analyze the popularity of the various topics you curate?    |          |       |
| Serendipity  | Do you occasionally curate surprising or provocative content?      |          |       |
| <b>Score</b> |  |          |       |