



10 Years | 2005-2015

# Creating Valuable Content™

## A Step-By-Step Checklist Version 2.0

IS THE CONTENT:

### Findable

Can the user find the content?

DOES THE CONTENT INCLUDE:

- An h1 tag
- Metadata: title, descriptions, categories & tags
- At least 2 links in the body copy
- Alt tags for images

### Readable

Can the user read the content?

- An inverted pyramid writing style
- Bullets / numbered lists
- Attention to the style guide
- A use of headers & chunking copy

### Understandable

Can the user understand the content?

- Reflection that you considered user personas
- An appropriate content type (text, video, etc.)
- Provide an introduction to set context
- Respect for the audience's reading and understanding level

### Actionable

Will the user want to take action?

- A call to action
- An invitation to share
- Links to related content
- A place to comment

### Shareable

Will the user share the content?

- A reason to share (e.g. something to provoke an emotional experience)
- An ask to share
- An easy way to share (e.g. use of widgets)
- Personalization (add hashtags to tweets)