

# CREATING VALUABLE CONTENT™

## *A Step-By-Step Checklist*

IS THE CONTENT:

### Findable

Can the user find the content?

DOES THE CONTENT INCLUDE:

- An h1 tag
- At least two h2 tags
- Metadata, including title, descriptors & keywords
- Links to other related content
- Alt tags for images

### Readable

Can the user read the content?

- An inverted pyramid writing style
- Chunking
- Bullets
- Numbered lists
- Following the style guide

### Understandable

Can the user understand the content?

- An appropriate content type (text, video, etc.)
- Reflection that you considered the user personas
- Context
- Respect for the audience's reading level
- Articulate an old idea in a new way

### Actionable

Will the user want to take action?

- A call to action
- A place to comment
- An invitation to share
- Links to related content
- A direct summary of what to do

### Shareable

Will the user share the content?

- Something to provoke an emotional response
- A reason to share
- An ask to share
- An easy way to share
- Personalization (add hashtags to tweets, etc.)