

Editing Your Content

TAKE YOUR CONTENT FROM BLAH TO BRILLIANT

WHAT'S THE POINT?

- What is the goal of the piece of content?
- If it's a repurposed summary, do you provide links and a hook to encourage the reader to check out the original?

FLOW

- Do your paragraphs logically follow on from one another?
- Have you used bridges from one paragraph to the next?
- Does each paragraph contribute to the goal of the piece?
- Are your sections the right length?

CONSISTENCY

- Have you used technical terms in a consistent way?
- Have you explained technical terms at their first use?
- Is there too much repetition of words/phrases?
- Do any of your sections repeat others?

HEADLINE

- Have you written at least 10 versions?
- Did you use a headline analyzer?
- Did you read the whole piece of content before finalizing?
- Should it be related to other pieces of content for this time period?

SUB-HEADINGS

- Have you used H2 and H3 tags?
- Have you broken up piece with headings?
- Does each heading make sense as a stand-alone?
- Could a reader skim to find the section relevant to them?

VOICE AND TONE

- Are the voice and tone relevant to the goal of the piece and the audience?
- Are the voice and tone appropriate to your brand and business?
- Do you use words and phrases that your Audience would use?