

# Content Evaluation Checklist

This is just meant to be a way to quickly evaluate how well you are using your content in various digital spaces.

## Website

Do you have a keyword plan, do you know what keywords you want to rank for?

Where are you ranking on search engines for these keywords? \_\_\_\_\_

Are you full using Titles and Descriptions?

Are you using Open Graph Meta Tags for display in Twitter, Facebook?

Are your Pages/Blog Posts 500 words in length or more?

Are you using Headers correctly?

Are you getting good links to your Pages?

## Twitter

Do you have the right keywords in your bio, does it have links?

Do you know the Reach of an individual tweet?

Are you scheduling your content and reusing it?

Do you know what the best times are to publish?

Do you know which hashtags will get you quality traffic?

Are you generating leads from Twitter?

Do you have a database of good content you can reuse?

## Facebook

Are you comparing your updates to competitors?

Do you know what content gets the best engagement?

Do you have a database of good content (links, images, vids) you can reuse?

Are you boosting good content?

Are you using video?

Are you using captions on videos?

Are you using FB to send you website traffic. How much are you getting?

Do you know the best times to post?

## Instagram

Have you analytics installed?

Do you know the average views on your content and best times to post?

Do you have a “style/look” for your Instagram updates?

Do you have a link in your Bio? How much traffic does it generate?

Do you have a list of useful hashtags to use?

Are you posting your hashtags in the comments, not in the update?

Are you using apps like Snapseed to improve photos?

## Snapchat

Have you an easy to remember username?

Are your settings on public?

Are you sharing your Snapcode at events and online for growth?

Are you using Snapchat Maps and Our Story?

Have you added yourself to Snapchat Maps?

Have you created Geofilters?

## LinkedIn

Do you have a keyword plan for your Profile?

Are you using your Headline properly?

Do you have a good Profile photo?

Do you have a Business Page with good keywords?

Do you know the best times to post updates?

Are you posting with settings at Public?

Are you using LinkedIn Pulse to publish content?

## YouTube

Do you have an easy to remember Channel name?

Do you have a keyword plan for YouTube?

Are you using Video names and Descriptions properly?

Are you using Categories?

Are you linking out from your videos?

Do you have a professional thumbnail for your videos?

Are you captioning your videos?

Do you know your video stats?

## Email

Are you using a mailing service that's whitelisted?

Do you send newsletters on a regular basis?

Are you using segmentation?

Do you know your Open Rate?

Do you A/B Test your subject lines?

Do you have a database of content to use for mailers?