**CONTENT SCORECARD WORKSHEET**

**Checklist: Content Scorecard**

***Things that matter get measured.***

Tech and business are held to standards. So should your content. Developing a standard of performance is a key way to communicate the expected outcomes from every piece.

**Here’s what you’re looking for:**

* **Content piece aligns with content core topic:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Keyword-Driven**
Optimized for term(s) you want to rank for and solid traffic potential.
	+ Keyword #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Keyword #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Keyword #3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Well Researched**
Your content is more than conjecture­­—it’s supported by data and credible third-party sources.
	+ Stat #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Stat #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Actionable**
Can the audience fully do what is being suggested without going elsewhere?
	+ What to do
	+ How to do it
	+ How results are achieved
* **Single Call to Action**
Your content has a job to do, and you’ve made it clear what should happen next.

 **Is there so much value that visitors would pay for this content?**