Creating Valuable Content™
A Step-By-Step Checklist

Is the content:

Findable
Can the user find the content?

- 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.)

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