

# Content Marketing To Dos: Checklist

- ✓ A/B test your content
- ✓ Create content for a specific niche/audience
- ✓ Develop a brand voice
- ✓ Give your content a personal touch
- ✓ Have a documented content strategy in place
- ✓ Do keyword research
- ✓ Avoid keyword stuffing
- ✓ Research your topic
- ✓ Focus on both quality and quantity
- ✓ Write in-depth content
- ✓ Write catchy headlines
- ✓ Proofread your content
- ✓ Add Calls to Action
- ✓ Don't oversell
- ✓ Promote your posts
- ✓ Use only the required promotion channels
- ✓ Write articles with text and images
- ✓ Respond to commenters
- ✓ Re-purpose old posts
- ✓ Measure your content marketing efforts