**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?**