**BUILD GREAT CONTENT**

**Checklist: Creating Great Content**

***Producing content is not the hard part. After all, content creation isn’t the goal—growth is.*** Creating great content means analyzing the other content out there… and taking a different approach.

**Here’s what you’re looking for to speed up the process:**

**5-Part Process**

1. Find the keywords
2. Read top 10 pages that rank
3. Find commonalities
4. Identify what’s missing
5. Develop your outline
6. **Find the keywords:**

*No reason you can’t rank for more than one term*

1. What are the obvious keywords?
2. Longtail options?
3. 3-5 related terms
4. **Read Top 10 pages that rank:**
5. Search for primary keyword
6. Digest every piece that ranks on page one
7. Bonus – go to page 5 and read every piece there too,

noting why they didn’t make page 1

1. **Find commonalities:**
2. **Length and structure**
3. **Visual choices**
4. **Social media**
5. **Offers**
6. **Tone**
7. **Angles**
8. **Data/research**
9. **????**
10. **Identify what’s missing:**
11. Unique angle
12. How to take action
13. Alternative choices others didn’t make stand out
14. ???
15. **Develop an outline**
16. Your hook
17. Keyword optimized body content and graphics
18. Supporting data
19. Call to action