

# Content Quality Checklist

How to spot and fix the cracks in your content before they cost you trust, traffic, or time.

## Why this checklist exists

You don't always notice content quality slipping. Not right away. But your audience does.


One weak blog post. A tone that feels "off." A CTA that doesn't match the message.

This checklist helps you catch those cracks early, so you can protect your brand, build trust, and get more from every word you publish.

## 1 Brand Voice & Tone

Your brand voice isn't a mood. It's a strategy.


- ☐ Do all pieces reflect a consistent brand voice?
- ☐ Is the tone appropriate for your audience (friendly, expert, playful, bold)?
- ☐ Do you have a voice guide that your team actually uses?
- ☐ Are regional or cultural tone differences considered (e.g. localisation nuances)?

 **Pro tip:** Choose three words to define your tone (e.g. expert, human, helpful). Sense-check against each post.

## 2 Strategic Messaging

Great content starts with a point of view.


- ☐ Does the piece align with your current campaign or brand narrative?
- ☐ Are you solving a real user pain point, or just filling space?
- ☐ Is the piece aligned with your ICP (ideal customer profile)?
- ☐ Is the CTA relevant to where the reader is in their journey?

 **Pro tip:** If your content could be posted by a competitor and still make sense, it's not differentiated enough.

## 3 Fact & Trust

Sloppy stats = shaky trust.


- ☐ Are all facts and figures from credible, recent sources (past 1-2 years)?
- ☐ Are quotes from real experts or customers clearly attributed?
- ☐ Have you double-checked product names, features, or pricing references?
- ☐ Are all links functional and leading to the correct destination?

 **Pro tip:** Add a fact-checking step to your content QA checklist. One mistake is all it takes to lose credibility.

## 4 UX & Structure

Good content feels effortless to read. That's structure doing its job.


- ☐ Is the headline clear, specific, and relevant?
- ☐ Are intros sharp and not overly long?
- ☐ Subheadings every 100-200 words?
- ☐ Short paragraphs (1-3 sentences)?
- ☐ Are you using bullets, numbered lists, bold text to aid readability?

 **Pro tip:** Use a readability tool like Hemingway or Grammarly to check for overly complex sentences.

## 5 Style & Branding

Your visual layer should support your story, not distract from it.


- ☐ Are fonts, colours, and design elements aligned with your brand guidelines?
- ☐ Charts/screenshots labeled and readable on mobile?
- ☐ Do visuals add to the message—or just fill space?
- ☐ Are image dimensions consistent across posts or platforms?

 **Pro tip:** Have a visual "starter pack" ready for writers and freelancers—logo rules, image templates, brand colours.

## 6 SEO & Metadata

No one can engage with content they can't find.


- ☐ Is the keyword research done—and is it visible in headers, copy, and meta?
- ☐ Are internal links guiding readers to next steps (not just your homepage)?
- ☐ Is the meta description clear and enticing?
- ☐ Are all images optimised with alt tags?

 **Pro tip:** Don't stuff in keywords. Instead, write for humans—and optimise for search after the first draft.

## 7 Process & QA

Great content comes from great process.

- ☐ Has someone else reviewed the content before publishing?
- ☐ Are there checklists or scorecards in place for content quality review?
- ☐ Pre-publish check: format, links, typos, mobile?
- ☐ Are revisions tracked somewhere (Notion, Google Docs, CMS history)?

 **Pro tip:** Content that's "good enough" often isn't—especially if you're aiming for thought leadership.

## Red flags to watch for

These issues can indicate content is hurting your brand (even if performance looks fine short term):

- Disconnected tone or voice between channels
- Posts that feel rushed or written in isolation
- Visual inconsistency or formatting chaos
- Unclear ownership or missing review steps
- Content that exists for SEO, not strategy