Break through the clutter with great content that people are interested in, and will engage with.
Use this checklist when posting content online.

Text

- ☐ My content is interesting to my audience.
- ☐ My content is consistent with brand visuals, personality and tone.
- ☐ What I am posting has a singular communication focus.
- ☐ Unnecessary text has been removed.
- ☐ My content includes "bite-sized" messages.
- ☐ My tone is positive.
- ☐ I have prepared a Q&A in advance if I anticipate negative reactions.
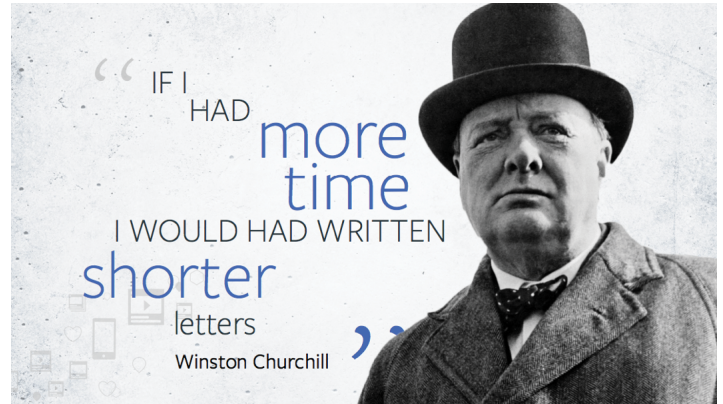
Images

- ☐ I am including visuals.
- ☐ I am choosing images that visually communicate my story.
- ☐ My visuals have a clear focal point.
- ☐ I am applying the rule of thirds.
- ☐ Text in my visuals account for no more than 20% of space.

Power Tip: Facebook reduces the visibility of images that have too much text.

Video

- ☐ My video shows branding and key communication in the first three seconds.
- ☐ My message is revealed in the first ten seconds.
- ☐ To optimize my video across platforms, I am using a 1:1 square ratio.
- ☐ My message is clear without audio.
- ☐ My video uses fast cuts, and moving images and scenes.
- ☐ My brand is visible for at least half the duration of my video.

Power Tip: When uploading videos to YouTube, be certain to include all relevant metadata, a catchy title, intriguing thumbnail, and keywords in the description.

IF I HAD **more time** I WOULD HAD WRITTEN **shorter** letters
Winston Churchill

Website

- ☐ Design style, language, and navigation is consistent throughout my website.
- ☐ My font is digital-friendly and easy to read.
- ☐ Every page has a clear purpose. What is the goal? What do you want the user to do next?
- ☐ Every page is optimized for search engines.
- ☐ My copy is short, catchy and to the point.
- ☐ When in doubt, I am using proven navigation and design patterns.

Power Tip: People spend an average of 8 seconds on a homepage.

Landing Pages

- ☐ My landing page has a unique offer.
- ☐ The primary headline on my landing page matches the ad visitors clicked to get there.
- ☐ My call to action (CTA) is big and is positioned above the fold.
- ☐ My landing page has a single purpose and a single-focused message.
- ☐ I am using A/B testing to let my customers decide which message works best for them.
- ☐ I am segmenting my traffic source. My PPC, email, social media, organic and banner traffic have separate landing pages so I can analyze my messaging.
- ☐ I am segmenting my messaging by user type.