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.

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.