# Building Authority with Content Checklist
## Creating Quality Content that is Valuable to Your Target Audience and Beyond!

Especially when it comes to technology, subject matter experts often have trouble expressing their knowledge and experience to those who aren't nearly as tech savvy.

The following checklist has a few questions that you should think about whenever you're creating or reviewing marketing content. Keeping these questions in mind when writing, editing or reviewing marketing content to be used in association with your MSP will not only improve the content you're evaluating, but also help you to use content marketing best practices when writing in the future.

**Check off the following as you read through your content:**

- ❑ Is the author of the content an expert on the topic?
- ❑ If not, has the author researched enough to offer meaningful insight to the topic?
- ❑ Would you click on the title/subject you've chosen?
- ❑ Does the title/subject represent the topic accurately?
- ❑ Is the topic relevant to the audience?
- ❑ Is this information of value or interest to your audience? If you were your target, would you find this topic worth reading about?
- ❑ Is this topic timely or still relevant?
- ❑ Does the tone match the majority of audience education/experience levels?
- ❑ Do the first 2-3 sentences offer enough information to hold a reader's attention?
- ❑ Is your content right for the medium that you're using to promote or distribute it?
- ❑ Is your content text heavy? Would use of images be beneficial?
- ❑ How many words does your content have?
- ❑ Does it feel like a wall of text?
- ❑ Should the body be broke up with bullets and subheadings?
- ❑ Will readers have an impression of your MSP that aligns with your company culture, service philosophy, and organizational ethics?
- ❑ Have you quality checked the article?
- ❑ Have you had someone else proofread it?
- ❑ Is your contact information clearly displayed?