

Daily Content Journal

Content Title:

Content Goal:

Ideal Readers:

Keywords/Key Phrases:

The Checklist

- SEO formatting
- Narrative check
- Scheduled launch date
- Follow up content
- Marketing campaigns and/or sales alignment
- Key phrases in copy
- Call to action

Questions to Ask Yourself

- Is my content written in active voice instead of passive voice?
- What is the message my content is trying to convey?
- Where will my content be hosted?
- Does the title of my content speak to my reader?
- Is my content actionable/usable by my reader?
- What should my reader feel or think about while reading my content?
- Is the copy on brand?

Content Strengths:

Possible Content Weaknesses:

What I liked about the content I wrote:

What I learned from writing this content:



PureB2B