

ClicData Content Quality Checklist

Content value

- Audience: we clearly identify the vertical, function and buying stages.
- Purpose: the purpose of the content is clearly stated right off the bat.
- Urgency: the reader understands right away the risks of not changing/acting on this topic.
- Next steps: the reader should have at least one clear next step to solve the issue.

Writing quality

- Hook: the opening statement (introduction, headline, question) is compelling and intriguing.
- Originality: the language is unique, and avoids clichés and overused statements while remaining clear.
- Language: the tone is on par and is engaging for the target audience.
- Credibility: the arguments are properly backed up with accurate and detailed evidence. The content should be reviewed by a topical expert (internal or external) with personal insights added.
- Mechanics: impeccable spelling, pronunciation, and grammar. Applies to Content in English and French.
- Tone: the tone is aligned with the brand voice and the purpose of the content.

Brand voice:

- ***Empathetic and solution-driven***
- ***Data-driven and critical***

Structure

- Clarity: the sentences are short, clear and only contain one idea.

- Skeleton: the audience can grasp the purpose of the content with the intro and the section titles.
- Flow: the sentences and paragraphs flow together logically.
- SEO: the target keyword is clear, incorporated into the content and titles, and the content reads/sounds naturally.