



# DIY Content Audit Checklist

*Check Your Content*

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# DIY Content Audit

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**Just by spending 30 minutes every day on one aspect of your content will help you execute the**

- 1. Whats Your Plan? 12 months, 6 months, 3 months, 1 month, this week?**
- 2. Target Market and Audience**
- 3. Message - core themes and call to actions.**
- 4. Words - Word Clouds, analyse through google analysis tool,**
- 5. Your Topics and Headlines**
- 6. Stories - see WordStyler Social Media Posts to Optimise digital assets resource**
- 7. Imagery and Branding - See WordStyler Digital Asset Creation for all platforms resource**
- 8. Structure of content, headlines, subject lines, course material and work, email series, landing page, digital assets catalogue and call to actions.**
- 9. Campaigns, products and packages**
- 10. Points of Difference - Unique Selling Point (POD vs USP)**
- 11. Calls to Action See WordStyler Call To Actions for Your Digital Asset**
- 12. Restyling of old content**
- 13. Content Upgrades: Leverage - Next step for people to take - Blog CTA: PDF Download, Checklist, Video Series, Podcast, Interview Resources Hub, Webinars, Bonus Content, Membership Site**
- 14. Content Promotion with Campaigns**

Head to [www.wordtyler.com](http://www.wordtyler.com) to download the **Social Media Optimisation or the Content Creator Workbook** to help you create the content that counts.

