

# Pre-Publish Content Quality Checklist

BEFORE ANY COPY GOES LIVE, ANSWER THESE 4 QUESTIONS

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## QUESTION 1: Does Your Content Show Real Expertise or First-Hand Experience?

**What Google Is Looking For:** Evidence that you actually know what you're talking about. Real experience. Proof.

### Ask Yourself:

- Have I actually done this thing I'm writing about?
- Can I back it up with examples, case studies, or results?
- Would someone reading this believe I know what I'm talking about?

**RED FLAGS (Don't Publish If...):** ❌ Generic advice that could apply to anything ❌ "Best practices" with zero personal examples ❌ No case studies, screenshots, or proof ❌ Sounds like it came from ChatGPT or Wikipedia

### HOW TO FIX IT:

Add at least ONE of these:

- A real case study (client name + results, or anonymized example)
- A screenshot or visual proof (your work, your data, your results)
- A specific story of how you learned this (the messy, real version)
- Real numbers or metrics you've achieved
- A before/after that shows what you did

### EXAMPLE:

❌ BAD: "E-commerce optimization is important for conversion rates."

✅ GOOD: "I audited a client's Shopify store last month. Their cart abandonment was at 72%. We simplified their checkout from 8 steps to 3 steps and added trust signals (testimonials, security

badges). Within 2 weeks, abandonment dropped to 58%. Here's the exact changes we made: [screenshot]."

**SCORE YOURSELF (1-5):**  I have ZERO examples = 1  I have vague examples = 2  I have one solid example = 3  I have multiple examples + data = 4  I have case studies + screenshots + specific results = 5

**Your Score:** \_\_\_/5

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## QUESTION 2: Would a Human Feel They Got a Complete Answer?

**What Google Is Looking For:** Helpful, actionable content that actually solves the problem. Not fluff. Real answers.

### Ask Yourself:

- If someone reads this, can they actually DO what I'm suggesting?
- Or would they still be confused?
- Am I answering the "but HOW?" questions?
- Did I leave anything obvious out?

**RED FLAGS (Don't Publish If...):** ❌ Fluffy intro paragraphs with no real content ❌ Generic advice without specific steps ❌ No examples or screenshots showing what you mean ❌ Missing the obvious follow-up questions ❌ No links to tools or resources people actually need

### HOW TO FIX IT:

Before publishing, ask: "What would someone ask me next?"

Then answer that in your post.

Add:

- Step-by-step instructions (numbered if possible)
- Screenshots showing exactly what you mean
- Links to tools or resources mentioned
- Before/after examples
- Common mistakes people make (and how to avoid them)
- A summary at the end (what to do RIGHT NOW)

## EXAMPLE:

✗ BAD: "Use Google Analytics to track your website performance."

✓ GOOD: "Open Google Analytics and click Reports > Traffic. Filter by date range. You're looking for 'Bounce Rate' (the % of visitors who leave without clicking anything). A bounce rate above 50% means something's wrong. Here's what to check: [step 1], [step 2], [step 3]. Here's a screenshot of what it looks like: [image]. If you're still stuck, use this: [link to resource]."

## TOOLS TO CHECK READABILITY:

- Hemingway Editor (hemingwayapp.com) — Tells you if sentences are too complex
- Grammarly — Checks clarity and tone
- Read it out loud — The best test

**SCORE YOURSELF (1-5):**  I just answered the main question = 1  I added some examples = 2  I added steps + examples = 3  I added steps + examples + screenshots + resources = 4  I answered all follow-up questions + gave everything needed to implement = 5

Your Score: \_\_\_/5

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## QUESTION 3: Are You Writing for People or for Search Engines?

**What Google Is Looking For:** Content that sounds like a real human wrote it. Natural. Readable. Not robotic.

### Ask Yourself:

- Does this sound like me talking, or like a bot?
- Would someone enjoy reading this, or just tolerate it?
- Am I forcing keywords in awkwardly?
- Does it flow naturally when I read it out loud?

**RED FLAGS (Don't Publish If...):** ✗ Same keyword repeated awkwardly ✗ Sentences are too long or complex ✗ Sounds robotic or stiff ✗ Transitions feel forced ✗ You're using jargon when plain English works better

### HOW TO FIX IT:

The 48-Hour Rule:

1. Write your content
2. Don't publish for 48 hours
3. Come back fresh
4. Read it out loud
5. If you cringe, rewrite it

Rewrite checklist:

- Replace any keyword stuffing with natural language
- Break up long sentences into shorter ones
- Use "I" and "you" (talk to the reader directly)
- Use contractions (doesn't, can't, won't) — sounds more human
- Remove jargon or explain it simply
- Use real examples and stories (not generic advice)

**EXAMPLE:**

✗ BAD: "Website optimization includes conversion rate optimization strategies to optimize conversion rates on your website to increase conversions."

✓ GOOD: "Your website's conversion rate matters. If 100 people visit but only 2 buy, you have a problem. Here's what to fix first."

**SCORE YOURSELF (1-5):**  Sounds stiff and robotic = 1  Reads okay but feels forced in places = 2  Natural in most places, awkward in some = 3  Flows naturally with minimal awkwardness = 4  Reads like a real person talking; totally natural = 5

Your Score: \_\_\_/5

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## QUESTION 4: Is Your Content Original, or Is It Recycled Fluff?

**What Google Is Looking For:** Your unique perspective. Your insights. Something people can't find everywhere else.

**Ask Yourself:**

- Did I write this from my own thinking?
- What's my unique take?

- Would someone learn something *different* from me than from 10 other websites?
- Am I adding something new, or just repackaging common knowledge?

**RED FLAGS (Don't Publish If...):** ❌ Sounds like every other article on the topic ❌ No unique perspective or opinion ❌ No original data, research, or insights ❌ Looks similar to competitors' content ❌ Could've been written by anyone

### HOW TO FIX IT:

Add YOUR unique angle:

- Your controversial take (if you have one)
- Data or research nobody else has shared
- Lessons from your failures (not just wins)
- What you learned that contradicts common wisdom
- Stories of how you figured this out
- Original case studies or examples from your work
- Your process (the step-by-step way YOU do it)

### TOOLS TO CHECK:

- Copyscape.com — Check if content exists elsewhere (paste your text)
- Google search — Search your main sentence. If 10 articles have the exact same angle, rewrite yours

### EXAMPLE:

❌ BAD: "SEO is important for your website. You should do keyword research and write good content."

✅ GOOD: "Everyone says 'write good content for SEO.' But I've built 80+ websites, and here's what actually works: Stop optimizing for keywords. Start optimizing for AI. Here's why [reason], and here's exactly how I changed my strategy [specific example]. It sounds counterintuitive, but my clients' traffic increased 40% when we stopped chasing keywords."

**SCORE YOURSELF (1-5):**  Generic, could be written by anyone = 1  Mostly generic with one unique detail = 2  Has a few original insights = 3  Has strong original perspective + examples = 4  Completely unique angle + original data + your specific stories = 5

**Your Score:** \_\_\_/5

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## FINAL CHECKLIST: BEFORE YOU HIT PUBLISH

Rate yourself on all 4 questions above. Add up your total score:

Question 1 Score: \_\_\_/5

Question 2 Score: \_\_\_/5

Question 3 Score: \_\_\_/5

Question 4 Score: \_\_\_/5

**TOTAL SCORE:** \_\_\_/20

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### WHAT YOUR SCORE MEANS:

- **16-20:** PUBLISH NOW. This content is solid. Google will rank it.
  - **12-15:** Good, but needs small fixes. Spend 30 minutes on your lowest-scoring question. Then publish.
  - **8-11:** Not ready. You have gaps. Pick your two lowest scores and rewrite those sections before publishing.
  - **Below 8:** Don't publish yet. Your traffic is at risk. Rewrite major sections before going live.
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### THE QUICK ACTION (DO THIS RIGHT NOW):

1. Write or paste your content above
2. Go through all 4 questions
3. Score yourself honestly
4. If any score is below 3, fix that section
5. Re-score after fixes
6. When total is 15+, publish

**That's it. This is the difference between content that ranks and content that crashes.**

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