THE PRE-BLOG CONTENT AUDIT CHECKLIST

Run through this before you (or your writer) publish another blog post. 5 steps. Takes one afternoon. Saves months of rewrites.

STEP 1 · BRAND VOICE & POSITIONING

- ☐ Reviewed homepage, About page, and past content for tone
- ☐ Listed 5-10 words/phrases the brand always uses
- ☐ Listed words/phrases the brand deliberately avoids
- ☐ Confirmed point of view (I / we) and formality level

STEP 2 · COMPETITOR & SERP RESEARCH

- ☐ Identified the top 5 ranking pages for the target keyword
- ☐ Noted content gaps competitors are missing
- ☐ Checked that content format matches search intent

STEP 3 · CUSTOMER LANGUAGE & OBJECTIONS

- ☐ Reviewed at least 10 reviews, support tickets, or call notes
- ☐ Captured 5+ phrases customers use to describe the problem
- ☐ Noted the top 3 objections customers raise before buying

STEP 4 · CONTENT INVENTORY & TECHNICAL HEALTH

- ☐ Pulled Search Console + GA4 data for existing content
- ☐ Flagged pages with high impressions but low clicks
- ☐ Checked for keyword cannibalization across pages
- ☐ Sorted existing content into Keep / Update / Merge / Delete

STEP 5 · CONTENT PILLARS & ROADMAP

- ☐ Defined 3-5 core content pillars
- ☐ Prioritized quick wins vs. long-term pieces
- ☐ Set a publish order based on effort vs. impact

Free resource by Saloni Garg
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