

Your ultimate content workflow checklist

1

Get your plan together ✨

- Set a goal (if you don't know why you're writing, stop)
- Nail your audience ("everyone" isn't a target)
- Research keywords (don't guess – know)
- Brainstorm ideas (yes, even the bad ones)
- Add to calendar (or it won't happen)

2

Brief like you mean it ✍️

- Write a proper brief (no, vibes don't count)
- Outline structure (headers, bullets, logic)
- Lock in tone of voice (bland is banned)
- Gather assets (because "we'll add later" means never)
- Assign it (because telepathy fails)

3

Create without the chaos 🌪️

- Follow the brief (it's there for a reason)
- Write like a human, not a bot
- Optimise for SEO (without keyword stuffing)
- Fact-check (don't embarrass yourself)
- Add CTAs (tell them what to do)

4

Edit ruthlessly ✂️

- Cut the fluff (less is more)
- Check grammar (but don't be boring)
- Check links (broken = sloppy)
- SEO check (without the spam)
- Get feedback (yes, other eyes matter)

5

Approve & polish ✅

- Get sign-off (chasing forever is a no)
- Check formatting (ugly kills engagement)
- Add meta info (title, URL, tags)
- Confirm assets (or it'll look half-baked)

6

Publish & shout about it 📣

- Publish on schedule (not 'whenever')
- Add tracking (because guessing is a gamble)
- Share everywhere (no one's finding it alone)
- Repurpose (milk it for all it's worth)

7

Track & learn (then do better) 📊

- Check performance (what worked, what flopped)
- Gather feedback (and don't take it personally)
- Track SEO results (did Google care?)
- Update your workflow (evolve or repeat mistakes)