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# Content Design Checklist

Content design is the process by which content is created for a specific purpose. It includes how the content will look, how it will be structured and what type of content will be included.

The goal of content design is to create a product that achieves its purpose and accomplishes its goals. The desired result should also be easy to understand and use for the audience.

✓ Section	Have You Included?
1. <input type="checkbox"/> Is it appropriate?	<ul style="list-style-type: none"><li>• Is it appropriate for your business, customers, and users?</li></ul>
2. <input type="checkbox"/> Is it useful?	<ul style="list-style-type: none"><li>• How is it useful to your customers and users?</li></ul>
3. <input type="checkbox"/> Is it ultra-specific?	<ul style="list-style-type: none"><li>• Is your content specific and on point?</li></ul>
4. <input type="checkbox"/> Does the offer speak to a desired end result?	<ul style="list-style-type: none"><li>• What is the intention of your content?</li><li>• What outcome do you want to achieve?</li></ul>
5. <input type="checkbox"/> Does the offer deliver immediate gratification?	<ul style="list-style-type: none"><li>• How does your content offer satisfaction to your customers?</li></ul>
6. <input type="checkbox"/> Does the offer shift the relationship?	<ul style="list-style-type: none"><li>• How does your content assist your customers in the buyer's journey?</li></ul>
7. <input type="checkbox"/> Does the offer have a high perceived value?	<ul style="list-style-type: none"><li>• How does your content ensure that your customers are satisfied with the benefits of your product?</li></ul>
8. <input type="checkbox"/> Is your content user-centred?	<ul style="list-style-type: none"><li>• Does your content meet the needs of your customers?</li></ul>
9. <input type="checkbox"/> Is your content clear?	<ul style="list-style-type: none"><li>• Do your customers understand what your content is about?</li><li>• Do you have clear goals?</li></ul>
10. <input type="checkbox"/> Is your content consistent?	<ul style="list-style-type: none"><li>• Do you post on a regular basis to ensure brand awareness?</li></ul>



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11.  Is your content concise?

- Is your content comprehensive and on point?

12.  Is your content supported?

- Is your content supported by facts, events, success stories etc.

13.  Have you included all design elements?

- Tagline / Headline
- Logo
- Visuals (photos or videos)
- Fonts
- Colour
- Design
- Graphics
- Copy
- Contact details
- Call To Action (CTA)