

## BLOG CONTENT STRATEGY CHECKLIST

Use this checklist to help you prepare for exceptional blog content and results.

Task	Person(s) Responsible	Completed
1. Establish blog objectives with decision makers		
2. Identify core messaging priorities to support objectives		
3. Audit potential content sources		
4. Create editorial guidelines (voice, tone, length, reading level)		
5. Develop editorial calendar (content categories, frequency, topic ideas)		
6. Ensure you have the people resources to support this calendar		
7. Determine which blog platform to use and who will create and maintain it		
8. Establish editorial process to meet deadlines, establish consistency and quality, align with goals		
9. Provide blog post template with formulas to accelerate writing process		
10. Create samples for best practices		
11. Great a governance model for content selection, writing, editing, review, posting, and archival		

### Can We Help You Share Your Brand Story?

Founded by Shelly Bowen in 2008, [Pybop](http://pybop.com) is a boutique content strategy consultancy dedicated to helping exceptional companies share their brand stories most effectively.

Shelly has been producing and directing digital content for more than 12 years. We'd be happy to help you at any stage of the content strategy process. Contact [Shelly@Pybop.com](mailto:Shelly@Pybop.com).

