



B2B Content Quality Checklist

Accuracy

1. Is the copy free from factual errors?
2. Have you screened for typos, grammatical errors, and spelling mistakes?
3. Does the piece meet technical requirements (word/character count limits, templates, style guide, SEO)?

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Clarity

4. Does the copy have a logical structure that presents a compelling argument?
5. Is the point of the piece obvious – from the start and throughout the narrative?
6. Is every sentence easy to read?

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Authority

7. Is there appropriate use of technical or industry terms that are relevant for the intended audience?
8. Are claims supported by evidence and specific details?
9. Is the copy free from waffle, hyperbole, clichés, and overly formal language?

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Empathy

10. Is there evidence that the writer understands who the target audience is?
11. Does the piece avoid making assumptions about the audience?
12. Are the content and tone appropriate to the audience's interests, priorities, and knowledge level?

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Wizardry

13. Does the piece offer original insight and value to the reader?
14. Is it written in the right voice?
15. Is it engaging and enjoyable to read? OR is it likely to incite readers to action?

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And most importantly...

16. Does the piece meet the brief and reflect the right messaging?

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**Radix
Communications**

B2B technology copywriters