

B2B CONTENT QUALITY CHECKLIST

1. Accuracy

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

4. Empathy

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

2. Clarity

- ☐ Does the copy have a logical structure that presents a compelling argument?
- ☐ Is the point of the piece obvious - from the start and throughout the narrative?
- ☐ Is every sentence easy to read?

5. Wizardry

- ☐ Does the piece offer original insight and value to the reader?
- ☐ Is it written in the right voice?
- ☐ Is it engaging and enjoyable to read? And is it likely to incite readers to action?

3. Authority

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

6. And most importantly...

- ☐ Does the piece meet the brief and reflect the right messaging?