



Checklist 17 - Managing Content Effectively

Project Name: _____

Date: _____

Yes No

Content marketing doesn't just involve launching your website; it also involves keeping that site running by continuously managing content on it. Here is what you can do to efficiently and effectively manage content on your website:

GET DONE WITH ALL THE TASKS RELATED TO WEBSITE LAUNCH:

- 1 Right after launching your website, you have to work on getting things done immediately.
- 2 Check how your site is working and what its speed is by using tools like Google Page speed Insights.
- 3 After this, do a site run-through to check if there are any duplicate images on your site or if their size is not appropriate. Fix them.
- 4 In the next step, check your content by viewing your website, see if there are any problems with it.
- 5 By doing so, you'll be able to manage your content properly, and your website will work efficiently.

SET UP STRATEGIES:

Notes

Checklist 17 - Managing Content Effectively

- 6
Your marketing can get a bit dull if you haven't planned properly for it.
- 7
Start making content management strategies if you want to compete with other brands.
- 8
These strategies will also help in increasing your reach and getting you more traffic.
- 9
Build up various strategies for different platforms like social media, websites or emails.
- 10
Set up prior plans for different marketing styles so that if you run out of ideas for one type, you have the option to work on other types.
- USE SEO:**
- 11
If you wish to manage your content effectively, then you have to bring in on top of the search engine's searches.
- 12
Using search engine optimization is the best way to attain this.
- 13
Develop call-to-action buttons within your content to take the audience to your main webpage.

Notes

Checklist 17 - Managing Content Effectively

KEEP YOUR CONTENT PROTECTED:

- 14
There are hundreds of privacy issues that can be faced by you on the internet, so develop a privacy plan as well.
- 15
Keep updating your website and content so that its vulnerability to get attacked by others decreases.
- 16
Create complex passwords for your websites so that no one can get illegal access to your content.
- 17
Keep researching for new ideas as trends keep on changing.
- 18
Create your content based on new ideas to keep it updated.

Notes