



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



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- 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



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KEEP YOUR CONTENT PROTECTED:

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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.

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16

Create complex passwords for your websites so that no one can get illegal access to your content.

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17

Keep researching for new ideas as trends keep on changing.

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Create your content based on new ideas to keep it updated.

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Notes