



Checklist 5 - Publishing And Managing Your Content

Project Name: _____

Date: _____

Yes No

If you have created your content and you know that it's according to your audience likings, but you don't know how to publish it and where to publish it, you can never be successful and on top. Here is what you can do to publish and manage your content effectively online:

SELECT THE RIGHT NICHE:

1

The first step in publishing your content is first to know your niche.

2

You need to publish content that will do better on social media platforms and other sites, so choosing the right niche for your content is essential.

SELECT THE RIGHT TYPE OF CONTENT:

3

Now it is time to choose the right form of content; it can either be videos, articles or predictions: just choose content which suits your site.

4

You also have to be familiar with the tone of your content and publish it accordingly.

5

If you are creating thought-provoking content, it can be published on LinkedIn, where it will be ranked the best.

Notes

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6 You also have to be very careful while deciding the timing of your content.

7 Stay up-to-date about what's happening and what's trending on the internet and create content accordingly. Don't forget to publish it at the right time.

MAKE IT MOBILE-FRIENDLY:

8 As you know, most users browse on their mobile phones, so it is essential to publish mobile-friendly content.

9 Make your website flexible and your content readable on mobile devices, so that the engagement on your site can increase. It will also help in content management.

PUBLISH IN RESOURCE CENTRE:

10 You might want to know about the best options for publishing your content online, and one of them is the resource centre.

11 By publishing your content, you'll be able to provide your work for free to the audience.

12 Be vigilant while posting your content in the resource centre as it will be available to all, so try to include resourceful information and call-to-action buttons.

OPTIMIZE YOUR KEYWORDS TO ONE OR TWO WORDS:

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13

Now that you want to publish your content, you need to be sure of whether it will be featured or ranked.

14

For this purpose, try optimizing your keywords to one or two words.

15

You can also include call-to-action buttons to these keywords in your content.

16

By doing so, your content will be easily viewed as it will contain more information about the keywords.

17

You can include a picture with your content while publishing to attract an audience as they'll be attracted to picture more than the article.

18

Lastly, don't use any foul language in your content and double-check it before publishing.

Notes