

Do you have a blog?

Is it well organized, and easy to navigate?

Is it updated regularly?

Is the content optimized for search?

Is your content plan built around target personas and buyer journey stages?

Do you have a content calendar to organize topics and publish dates?

Do you have a content distribution plan?

Go through any existing content you may have using the template below and identify what worked and what didn't.

Title	Topic	Customer Journey Stage	Target Audience	Why should they care?	Additional Notes