

SEO Content Strategy Checklist

Answer each question to evaluate whether your current content strategy is built to drive rankings, traffic, and business results.

1. Strategy & Goals

Question	YES	NO	NOT SURE
Do you have a documented SEO content strategy aligned with your business goals?			
Is your content strategy focused on driving rankings, traffic, leads, and revenue?			
Do you understand your target audience, their pain points, and search intent?			
Do you have clear KPIs to measure the success of your content?			
Is your content strategy reviewed and updated regularly?			

2. Keyword & Topic Research

Question	YES	NO	NOT SURE
Do you conduct in-depth keyword research based on search intent?			
Are you targeting a mix of head terms, long-tail keywords, and related topics?			
Do you analyse competitor content to identify opportunities?			
Do you map keywords to specific pages or topic clusters?			
Are you targeting keywords that have strong potential to drive business results?			

3. Content Planning & Architecture

Question	YES	NO	NOT SURE
Do you have a content plan or roadmap for the next 3-6 months?			
Have you built topic clusters around your core services or solutions?			
Do you have pillar pages that cover your main topics in depth?			
Is your content architecture designed to build topical authority?			
Do you have an internal linking strategy that supports your content clusters?			

4. Content Creation & Optimisation

Question	YES	NO	NOT SURE
Do you create content that fully answers search intent?			
Is your content optimised for SEO (titles, headings, keywords, entities, etc.)?			
Do you use a consistent content brief process for writers?			
Do you include relevant FAQs, statistics, and examples to add value?			
Do you optimise existing content to improve rankings and performance?			

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5. Measurement & Performance

Question	YES	NO	NOT SURE
Do you track the performance of your content (traffic, rankings, leads, revenue)?			
Do you know which content drives the most valuable results?			
Do you regularly analyse and report on content performance?			
Do you update or repurpose underperforming content?			
Are you continuously refining your content strategy based on data?			

6. Authority, Trust & Competitive Advantage

Question	YES	NO	NOT SURE
Does your content position you as an expert in your industry or niche?			
Do you showcase case studies, client results, and testimonials in your content?			
Are you building topical authority with comprehensive, high-quality content?			
Are you earning backlinks and mentions through valuable content?			
Does your content differentiate you from competitors and build brand trust?			

Your Results



Total questions answered with

NO or NOT SURE:

This field updates automatically in Adobe Acrobat and compatible PDF viewers after selecting your answers.

(Form Field: total_no_notsure)

What Happens If You Answered "No" Or "Not Sure" On More Than 3 Questions?

There is a strong chance your content strategy is not reaching its full potential - and that means you could be losing valuable traffic, leads, and revenue to competitors every single month.

The good news? These issues are fixable.

At Visibility SEO, we build data-driven SEO content strategies that help businesses rank higher, attract the right audience, and convert traffic into real results.

Book your free SEO content strategy review and we will show you:

- What is limiting your rankings, visibility, and content performance
- Where your biggest content gaps and opportunities are
- Which strategies will have the biggest impact on traffic, leads, and revenue

[Book Your Free Content Strategy Review](#)