

What is Good Content?

These are typical ways to evaluate ideas and determine what content is a best fit for your organization.

Does the content solve a problem?

Is it memorable and unique?

Is it feasible to create or find the content in a reasonable timeframe?

Is it possible to create or obtain on a reasonable budget?

Does it bring new value to the organization?

Does it bring new value to our key audiences?

Does it align with our mission?

Is it consistent with our brand?

Is it expandable? Can it grow and evolve into more relevant content?

Does it have a shelf life?

Can we apply the idea to multiple channels?

Does it work with multiple audiences?

Do our competitors or peers already have this?

Can we “own” this content?

Is it timely or current?

Does it improve our SEO?

Does it use our keywords?

Is it searchable?

Is it easy to share?

Is it visual?

Is it scannable?