

10 Questions to Audit YOUR content

1. Is my profile up to date?
2. Have I filled out all the information in my profile?
3. What are my most and least successful posts?
4. Do I have more sales versus added value content?
5. Does it showcase my expert knowledge?
6. Does it represent the quality of our brand? e.g. cover picture / branded content
7. Are we consistent in posting our content?
8. Am I using keywords in my content?
9. Have I written content with a real client in mind? (versus faceless public)
10. What are the gaps and opportunities for improvements?