

13 QUALITY STANDARDS FOR BLOGGING: A PRE-PUBLISH CHECKLIST

At Content Conquered, we review all of our client articles against the following 13 Quality Standards. [Visit our website for a full explanation of each standard.](#)

CHECKLIST

- ❑ **Quality Standard #1: Does your blog have any spelling, grammar, or factual errors?**

In addition to using automated tools like Grammarly, have someone on your team give your articles a read-through before publishing to manually catch errors technology misses.

- ❑ **Quality Standard #2: Are your voice, styling, and formatting consistent throughout your blog?**

Check your article's Point of View (POV), verb tense, capitalization, and subject for consistency.

- ❑ **Quality Standard #3: Are your data points, statistics, quotes, or recommendations timely and backed up by reputable sources?**

Make sure any external information used in your article is timely, relevant, from a reputable source, and actually means what your blog says it means!

- ❑ **Quality Standard #4: Does your blog deliver on any promises made in its title and internal headings?**

If you're promising an 'Ultimate Guide,' failing to deliver one could hurt your brand's reputation!

- ❑ **Quality Standard #5: Does your blog use more words than necessary to convey information?**

If your content feels more fluffy than substantive, work with subject matter experts (SMEs) to increase its depth.

- ❑ **Quality Standard #6: Does the tone, style, and language of your blog reflect your brand's positioning?**

If not, create a [Brand Tone of Voice \(TOV\) guide](#) to provide clear editorial and style guidelines.

- ❑ **Quality Standard #7: Does your blog accurately reflect the experience level of your target readers? Are you writing for beginners or experts?**

Make sure your blog is appropriate for their understanding of your subject matter.

- ❑ **Quality Standard #8: Does your blog position your brand as a thought leader or industry expert?**

If thought leadership is a goal, does your content contribute positively to a perception of authority?

- ❑ **Quality Standard #9: Does your blog offer a unique take or a new perspective on a topic?**

Don't make your readers read boring content or articles that rehash existing knowledge!

- ❑ **Quality Standard #10: Is your blog enjoyable to read?**

Blogs don't have to be fun—they can be highly technical or thought-provoking in nature—but they need to feel worthwhile for your audience to read.

- ❑ **Quality Standard #11: Does your blog leave your reader with unanswered questions?**

If so, determine deliberately how you'll address them (in the article, in separate content pieces, etc).

- ❑ **Quality Standard #12: Is there any plagiarism—accidental or otherwise—in your blog?**

Beyond running a plagiarism checker like Copyscape, make sure your content doesn't accidentally plagiarize others' work by rewording existing articles into new blogs.

- ❑ **Quality Standard #13: Have you incorporated any special instructions or requirements? Have you added your images, internal or external links, SEO keywords, content upgrades, or CTAs? Have all required stakeholders signed off on the content?**

Take one final pass before publishing to make sure.

Congrats! You're now ready to hit the 'Publish' button and send your new article off into the world.



Need help scaling your blog post production from a team that delivers this level of quality every time? **Reach out to Content Conquered** or learn more about our **Managed Content Service**.