

Content Optimization Checklist (E-E-A-T Approved)

Because if your content looks like it was written by a toaster, no one's linking to it.

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This is the checklist you use before you hit publish, send a pitch, or embarrass yourself in a roundup submission. It's designed to make your content curators' catnip—valuable, credible, and actually readable.

Experience: Have You Actually Done the Thing?

- Does the content reflect real-life experience or application?
- Did you include personal examples, case studies, or client outcomes?
- Are you speaking like someone who's lived it, not just Googled it?

Tip: "We increased conversion rates by 40% after simplifying our CTA" > "Studies show CTAs work."

Expertise: Prove You Know What You're Talking About

- Are you covering the topic in-depth, not just giving surface-level fluff?
- Have you cited recent, credible sources (with actual links)?
- Is your advice actionable, practical, and specific to your niche?

Tip: No vague "just be authentic" nonsense. Give steps. Give results. Give people something to do.

Authoritativeness: Would Anyone Trust You With Their Wi-Fi Password?

- Do you clearly show who wrote the content (with credentials)?
- Are you linking to or associated with other reputable sites?
- Have you been featured, quoted, or published elsewhere?

Tip: Mention relevant features (“As seen in [site]”) if appropriate—just not in 72pt font.

Trustworthiness: Does Your Content Look Like a Scam or a Source?

- Is it well-written, formatted, and typo-free?
- Does the site design look credible (no pop-up apocalypse)?
- Is there a clear author, contact info, and about page?

Tip: Anonymous blog posts with no context don’t get featured. Write like someone whose identity is Googleable.

Engagement & SEO: Make Google and Humans Happy Together

- Does the headline clearly state what the article delivers?
- Is the intro hooky and the conclusion strong?
- Are there internal links to other relevant posts on your site?
- Are there social sharing buttons or CTAs?
- Is it easy to scan with H2s, bullet points, and short paragraphs?

Tip: Your blog post is not your novel. Break it up before someone breaks their screen trying to read it.

Final Gut Check

- Would you share this on social media without being paid to?
 - Could this piece stand on its own in a roundup post?
 - If someone skimmed just the headings, would they still get the gist?
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Print it, duplicate it, tattoo it on your desk. This is how you go from “just another link-hungry creator” to “oh wow, this person actually knows their stuff.”
