



# Content Optimization Checklist: Your Marketing Magic Playbook

For Blog, Social, & Email Content

Creating content is only half the battle—optimizing it is where the real magic happens. If you're using **Nim's Free Content Calendar**, you're already ahead of the game. But to really make your blogs, social posts, and e-newsletters shine, we've put together this comprehensive guide to ensure every piece of your content is strategic, discoverable, and totally irresistible.

Confused about any of the terms below? Check out our marketing terms glossary at <https://getdirigible.com/marketing-terms/>

## Your Blog Post Optimization Checklist

Turn every blog post into a traffic magnet.

- ☐ Target one primary keyword and 1-2 related secondary keywords.
- ☐ Sprinkle your keyword throughout: title, first 100 words, meta description, and at least one subheading.
- ☐ Craft a compelling, curiosity-driven title (with emotional or power words).
- ☐ Write an intro that hooks your reader in the first 2-3 sentences.
- ☐ Break up text with subheadings (every 150-200 words).
- ☐ Use bite-sized paragraphs (2-4 sentences max).
- ☐ Include at least one internal and one external link that guides readers to additional content. (This tells site engines

to rank your content higher!)

- ☐ Add in some visual elements (e.g: images, infographics, GIFs).
- ☐ Add alt text to your visuals for accessibility and SEO.  
Include a clear call-to-action (CTA).
- ☐ Craft an actionable and active meta description (under 158 characters) that will appear in search results, enticing clicks.
- ☐ Perform a proofread checking for typos and broken links.
- ☐ After publishing, schedule a follow-up content refresh (~30-60 days after pub).

## Your Social Media Post Optimization Checklist

Get more engagement with posts that stop the scroll.

- ☐ Start with a strong hook (e.g: a question, a stat, a bold statement).
- ☐ Use relevant keywords and hashtags (but don't overdo it!).
- ☐ Keep captions concise and skimmable (1-3 short paragraphs or bullets).
- ☐ Use emojis thoughtfully to break up text and add personality.
- ☐ Tag relevant people, pages, or partners.
- ☐ Include one clear CTA (e.g: "share", "comment", "save", "click").
- ☐ Use high-quality images, reels, or carousels to boost visibility.
- ☐ Use platform-specific formatting (e.g: line breaks for Instagram, direct tone for LinkedIn).
- ☐ Keep your brand voice consistent across platforms.
- ☐ Add alt text or video descriptions for accessibility.
- ☐ Perform a proofread checking for typos and broken links.
- ☐ Preview your post on mobile before publishing.
- ☐ After posting, track performance and engage with comments and reshares.

## E-Newsletter Optimization Checklist

- ☐ Craft a subject line that sparks curiosity, creates urgency, or screams value.
- ☐ Use preview text to complement the subject line (don't waste this space!).
- ☐ Personalize the greeting if possible (use names or segmented lists).

Nurture  
relationships  
straight through  
their inbox.

- ☐ Write an intro that answers, “What’s in it for me?”
- ☐ Keep sections scannable with strong headlines.
- ☐ Include clear CTAs (buttons or linked text).
- ☐ Highlight key info by bolding text or using bullet points.
- ☐ Include at least one image or graphic.
- ☐ Keep your design and tone brand-consistent.
- ☐ If possible, send a test preview (also checking mobile).
- ☐ Double-check unsubscribe link and footer info.
- ☐ Track opens, clicks, and replies to then optimize your next send (also try out A/B testing).

Pair with **Nim’s Free Content Calendar** for even more marketing magic!

