

Content Checklist for 2021

With people spending yet more time online, understanding how to produce engaging content is more important than ever. But, what are the latest Google algorithm changes and how will they affect how we produce content? Whether you're looking to grow search rankings, increase views, establish a brand or something else, the YS 2021 content checklist highlights the key factors for killer content.

■ The Quality Check

- Is your content original?
- Is your description of the content comprehensive?
- Does your content draw on other sources, without copying?
- Does the title provide a helpful summary?
- Is this the sort of page you'd recommend to a friend?



■ The Expertise Check

- Is the content written by someone who clearly knows the topic well?
- Is it free of factual errors?
- Would you trust the content?
- Is your site a well-trusted authority on its topic?



■ The Presentation Check

- Is the content free from spelling mistakes?
- Was the content produced well, or does it appear rushed?
- Is the content mass-produced or spread across a large network of sites?
- Is the main content interrupted with ads?
- Does the content display well on mobile?



■ The Comparison Check

- Is your content better than what else is out there?

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