



Content Strategy Lifecycle Project Checklist Template 2026

Discovery and Audience Research

Define target personas, analyze competitor content strategies, and identify audience pain points and search intent.

Target Audience Persona Name

Write something...

Audience Pain Points and Challenges

Write something...

Primary Target Demographics

- ☐ B2B Professionals
- ☐ B2C Consumers
- ☐ Decision Makers/Executives
- ☐ Technical Users
- ☐ General Public

Primary Research Method

- ☐ Surveys/Questionnaires
- ☐ Interviews
- ☐ Social Listening
- ☐ Competitor Analysis
- ☐ Google Analytics/Data Review

Competitor Research Documentation

 **Upload File**

Goal Setting and KPI Definition

Establish SMART objectives (e.g., organic traffic growth, lead generation) and define measurable Key Performance Indicators.

Primary Project Objective

Write something...

Target KPIs

- ☐ Organic Traffic Increase
- ☐ Lead Generation
- ☐ Brand Awareness
- ☐ Conversion Rate Optimization
- ☐ Customer Retention
- ☐ Domain Authority Improvement

Target Traffic Growth Percentage

Enter a number...

KPI Evaluation Deadline

Enter date...

Success Criteria Definition

Write something...

Content Audit and Inventory

Evaluate existing high-performing and low-performing content to identify gaps, redundancies, and opportunities for optimization.

Content Types Audited

- ☐ Blog Posts
- ☐ Whitepapers/E-books
- ☐ Case Studies
- ☐ Landing Pages
- ☐ Video Transcripts
- ☐ Infographics

URL/Page Identifier

Write something...

Content Status

- ☐ Live/Active
- ☐ Outdated/Needs Update
- ☐ Redundant/Archive
- ☐ Under Construction

Current Monthly Traffic (Sessions)

Enter a number...

Content Gap Analysis Notes

Write something...

Last Audit Completion Date

Enter date...

Upload Audit Spreadsheet/Report

 Upload File

Keyword Research and SEO Strategy

Identify primary, secondary, and long-tail keywords, and map them to specific topics and user journey stages.

Primary Target Keyword

Write something...

Secondary/LSI Keywords

- ☐ Long-tail keyword
- ☐
- ☐ Semantic/LSI keyword
- ☐ Question-based keyword

Target Search Volume (Monthly)

Enter a number...

Keyword Difficulty (KD%)

- ☐ Very Easy
- ☐ Easy
- ☐ Medium
- ☐ Hard
- ☐ Very Hard

Search Intent Analysis

Write something...

Keyword Research Export (CSV/Excel)

 Upload File

Content Roadmap and Editorial Calendar

Develop a publishing schedule including content types, publication dates, ownership, and distribution channels.

Content Topic/Title

Write something...

Publication Date

Enter date...

Content Format

- ☐ Blog Post
- ☐ Whitepaper
- ☐ Infographic
- ☐ Case Study
- ☐ Video Script
- ☐ Newsletter

Distribution Channels

- ☐ LinkedIn
- ☐ Twitter/X
- ☐ Email List
- ☐ Organic Search (SEO)
- ☐ Facebook
- ☐ Instagram

Content Brief and Briefing Notes

Write something...

Content Owner/Assignee

- ☐ Copywriter
- ☐ Graphic Designer
- ☐ SEO Specialist
- ☐ Social Media Manager

Content Draft or Reference Assets

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Content Creation and Production Workflow

Define the production pipeline including briefing, drafting, subject matter expert (SME) review, and multimedia integration.

Content Brief Title

Write something...

Content Brief Description and Outline

Write something...

Content Format

- ☐ Blog Post
- ☐ Whitepaper
- ☐ Infographic
- ☐ Video Script
- ☐ Case Study

Draft Due Date

Enter date...

Assigned Contributors

- ☐ Copywriter
- ☐ Graphic Designer
- ☐ SEO Specialist
- ☐ Editor

Approved Draft Document

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Editor Final Approval

Review, Editing, and Compliance

Execute rigorous SEO, brand voice, grammar, and legal/compliance checks before final approval.

Review Checklist Items

- ☐ Grammar and Spelling Check
- ☐ SEO Keyword Optimization Check
- ☐ Brand Voice Alignment
- ☐ Fact-Checking and Data Verification
- ☐ Link Integrity (Broken Link Check)
- ☐ Legal and Copyright Compliance
- ☐ Image Alt-Text and Accessibility Check

Final Approval Status

- ☐ Approved
- ☐ Needs Revision
- ☐ Rejected

Review Completion Date

Enter date...

Editor/Approver Signature

Final Approved Copy/Asset

 Upload File

Revision Notes and Feedback

Write something...

Distribution and Promotion Plan

Determine the multi-channel distribution strategy across social media, email marketing, newsletters, and paid advertising.

Distribution Channels

- ☐ Email Newsletter
- ☐ LinkedIn
- ☐ Twitter/X
- ☐ Instagram/Facebook
- ☐ Organic Search (SEO)
- ☐ Paid Advertising (PPC)
- ☐ Internal Company Slack/Teams

Promotional Budget Allocation

Write something...

Campaign Launch Date

Enter date...

Distribution Strategy Overview

Write something...

Promotional Asset Creative (Images/Videos)

 Upload File

Target Reach/Impressions Goal

Enter a number...

Content Performance Analysis

Monitor post-launch metrics such as engagement rates, bounce rates, and conversions to assess impact.

Analysis Reporting Period

Total Organic Traffic Count

Average Session Duration (Seconds)

Conversion Rate (%)

Primary Performance Drivers

- ☐ SEO/Organic Search
- ☐ Social Media
- ☐ Email Marketing
- ☐ Direct Traffic
- ☐ Referral Traffic

Key Insights and Observations

Write something...

Analytics Export Report (CSV/PDF)

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Content Optimization and Repurposing

Schedule periodic updates for evergreen content and plan the transformation of high-performing assets into new formats (e.g., blogs to infographics).

Next Audit Date

Enter date...

Repurposing Formats

- ☐ Blog Post to Infographic
- ☐
- ☐ Case Study to Social Media Carousel
- ☐ Whitepaper to Webinar
- ☐ Podcast Episode to Blog Summary

Optimization Priority Score

Write something...

Update Log and Change Summary

Write something...

Updated Content Asset

 Upload File

Optimization Status

- ☐ Scheduled
- ☐ In Progress
- ☐ Completed

< Previous

> Next

✓ Finish

 Generate Sample Report