

CONTENT CREATION PROCESS CHECKLIST

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CHECKBOX	ACTIVITY	ASSIGNED TO	DUE BY
	Create Topic that aligns with business objectives.		
	Research and choose keywords and LSI terms.		
	Create content outline.		
	Revise and edit outline.		
	Outline approval.		
	Write draft.		
	Revise and edit draft.		
	Draft approval.		
	Send image ideas to design.		
	Design approval.		
	Choose promotion and distribution channels.		

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