Writer Checklist

The following are factors writers should consider when creating content. Go through this checklist to make sure you're delivering the strongest content possible.

Job Brief Instructions Followed

- **Topic**
  - Did you address the given topic?
- **Introduction**
  - Is there a clear and effective introduction? (if necessary - mainly used for long-form content)
- **Target audience**
  - Did you identify and speak to the target audience?
- **Voice**
  - Was the correct voice used and consistent throughout?
- **Tone**
  - Was the correct tone used and consistent throughout?
- **Keywords**
  - Were keywords properly addressed?
- **Word Count**
  - Does the piece have the correct word count?
- **Style Guide**
  - Did you follow the CW/Client Style Guide? *Client style guide trumps if included

Writing Quality

- **Grammar**
  - Did you avoid [common](#) grammar mistakes?
  - Did you write in a consistent tense throughout?
- **Spelling**
  - Did you avoid spelling errors?
- **Punctuation**
  - Is there consistent comma usage?
  - Is consistent bullet point language used?
- **Transitions/Overall flow**
  - Do sections flow naturally from one to the next?