

Human-Powered, AI-Assisted Content Editing Checklist

Step 1: FACT-CHECKING + ACCURACY

ASK YOURSELF

Before you waste time refining your words to make them all fancypants for your audience (and our Google SEO overlords), let's first make sure what's in front of you actually makes sense.

- Is what's in front of you factually accurate?
- Are you speaking directly to the correct, specific audience segment?
- Is there anything missing from your narrative?
- Does your introduction still make sense, or do you need a better hook?
- Does your conclusion land the way it needs to, with the right, clear call to action?
- Do you have enough statistics or data to back up your assertions or declarative statements?
- Do all referenced data points or statistics link back to their PRIMARY original source?
- Are all of your quotes properly attributed to the original source?

Step 2: READABILITY + ENGAGEMENT

ASK YOURSELF

OK, now that we know the words in front of us are accurate and the architecture of our narrative is sound, let's take them from "good" to "HOLY CANNOLI THIS IS CONTENT SORCERY."

- Do you have a bunch of word-wall paragraphs no one will want to read? Break 'em up!
- Do you structure your information well with bulleted lists
- Do you have clear, easy-to-skim-and-understand headings, and subheadings?
- Do you need to shift the order of your sections around for impact?
- Do you use a lot of passive voice that needs to be turned active?
- Does your introduction speak directly to the audience with "you" language?
- Does your voice and tone match the emotional needs of your audience?
- Does your voice, tone, and word choice match the level of knowledge of your audience?
- Do you need to shift the order of your sections around for impact?

Step 3: Content SEO + Optimization

ASK YOURSELF

OK, now that we know the words in front of us are accurate and the architecture of our narrative is sound, let's take them from "good" to "HOLY CANNOLI THIS IS CONTENT SORCERY."

- Is your title optimize for search with your keyword as close to the front as possible?
- Can you optimize your headings and subheadings to include relevant, related keywords?
- Do you have enough internal links, and do those internal links anchor to relevant keywords?
- Should you create a featured snippet for this content to increase ranking potential?
- Have you asked your ChatGPT copilot to give you feedback on how you can improve your article for search, based on the keyword strategy you have for your content?
- Is your content still built for humans first, even though you're optimizing it for search, because we know inhuman, keyword-stuffed content is buyer repellent?

Step 4: Final Edits + Proofreading

ASK YOURSELF

Finally, you get to be the spelling and grammar hardass you wanted to be at the beginning. You do this last, because you're just wasting time. (Why bother polishing sections that will potentially need to be rewritten, significantly reworked, or completely cut?)

- Do u dew all tha speling werds güd?
- How's your grammar looking there, champ?
- Have you used a tool like Grammarly (or even ChatGPT) to make sure you didn't miss anything?

“LET’S MAKE SURE IT ROCKS”

READ IT OUT LOUD

Really. Sometimes you don’t know something sounds like the prose of a drunk flamingo with zero ability to land a narrative plane, even if their life depended on it, until you say the words out loud. Your ears will catch what your eyes will sometimes miss.



"I cannot overstate the value Sidekick Strategies has added to my business. Of course, George and his team are technically skilled, but their gift of truly understanding the business and providing insightful marketing advice amazes me. Sidekick Strategies grows revenue."

- Mark Newton

Questions?

Want to learn more about how to fully integrate AI into your strategic content operations? Or do you have meatier HubSpot and inbound challenges you need help with?

Reach out. I'm here.

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You can also schedule time with me [directly on my calendar.](#)