

URL:			
Keyword:			
Check	Status	Tool	Notes
Originality			
Does the content provide original information, research, or analysis?	Pass	Manual	Provide a unique perspective or a more in-depth analysis of the topic.
Is the content original and not copied from other sources?	Pass	Smallseotools	Ensure content is unique and not directly copied from other sites.
Does it add unique value compared to other content?	Fail	NLP	Highlight unique insights using NLP to provide depth and relevance not found in similar content.
Depth and Insight			
Is the content detailed and comprehensive?	Fail	Manual	Cover all important aspects of the topic in sufficient depth.
Does it provide insightful or unique perspectives?	Fail	Manual	Ensure the content offers original insights or a fresh viewpoint that adds value beyond what's commonly available.
Does the content help readers achieve their goal?	Pass	Manual	Address user intent and provide actionable solutions or information.
Presentation and Quality			
Is the content free from grammar, spelling, or formatting issues?	Pass	Grammarly	Proofread to remove any errors and ensure the content looks polished.
Does the page title/heading clearly describe the content?	Pass	Manual	Make sure the title is clear, concise, and accurately represents the content.
Is the design/user interface professional and easy to navigate?	Pass	Manual	Ensure the layout is clean and user-friendly with easy navigation.
Trust and Expertise (E-E-A-T)			
Is the author or creator of the content clearly identified?	Pass	Manual	Provide a byline or clear author identification with background info.
Does the author demonstrate expertise in the topic?	Pass	Manual	Ensure the author has relevant experience or qualifications on the topic.
Are sources and evidence included where needed?	Fail	Manual	Back up claims with credible sources, studies, or expert references.
Is the site or author recognized as an authority in the field?	Pass	Manual	Content should be reliable and trustworthy, supported by facts or authority.
User Experience			
Does the content load quickly and work well on all devices?	N/A	Pagespeed	Test for fast loading times and mobile compatibility.
Are there no intrusive ads or pop-ups?	Pass	Manual	Keep the layout clean and avoid disruptive pop-ups or ads.
Is the content easy to navigate and read?	Pass	Manual	Organize the content with clear headings, short paragraphs, and simple language for better readability and user experience.
Does the content leave users satisfied without needing to search again?	Fail	Manual	Ensure users find everything they need without searching elsewhere.
People-First Content			
Does the content address the needs of the target audience?	Pass	Manual	Focus on the specific needs and questions of your audience.
Does it reflect first-hand expertise or experience?	Fail	Manual	Incorporate personal experience, case studies, or detailed examples.
Is the content relevant to the site's primary purpose?	Pass	Manual	Align the content with your site's niche and target audience.
Avoid Search-Engine-First Practices			
Is the content written for users, not rankings?	Pass	Manual	Focus on creating content that serves user needs and provides value, rather than writing solely to manipulate search rankings.
Does the content avoid keyword stuffing or over-optimization?	Pass	Manual	Use the Secondary, LSI, Entites keywords naturally and strategically without stuffing.
Compliance with Automation Transparency			
If AI/automation is used, is it disclosed to users?	No	Manual	Clearly disclose if AI or automation was used in creating the content to maintain transparency and trust.
Is the content written by AI?	No	Quillbot	If AI-generated, ensure it's clearly stated and meets quality standards, offering value to the visitor.
Are automated processes explained (if applicable)?	No	Manual	Provide a clear explanation of how automation or AI was used in the content creation process, if applicable.
SEO Optimization			
Is the primary keyword naturally included in the title, headings, and content?	Pass	Manual	Use the primary keyword organically in the title, headings, and throughout the content without keyword stuffing.
Does the meta description summarize the content effectively?	N/A	Manual	Write a concise, engaging meta description that reflects the content.
Are alt texts added to all images for accessibility and SEO?	N/A	Manual	Add relevant alt text to images for both SEO and accessibility.
Does the content include internal and external links where appropriate?	Fail	Manual	Link to relevant internal pages and authoritative external sources to provide additional context and improve SEO.
Is the URL structure clean, concise, and descriptive?	N/A	Manual	Keep URLs short, clear, and relevant, including keywords to accurately reflect the page content.
Are schema markups used where applicable (e.g., FAQs, reviews)?	N/A	Schema.org	Implement schema for better search visibility (e.g., FAQs, reviews). (BEN)
Is the content mobile-friendly and optimized for Core Web Vitals?	N/A	Pagespeed	Test content on mobile devices and optimize for Core Web Vitals (e.g., load speed, responsiveness).
Does the content align with user intent for relevant search queries?	Pass	Manual	Ensure the content matches what users are searching for and meets their expectations.