



## Content Creation Workflow

A repeatable process for planning, producing, reviewing, and publishing high-quality content efficiently and on schedule.

### Workflow Overview

Program name: \_\_\_\_\_

Goals and KPIs: \_\_\_\_\_

Audience segments: \_\_\_\_\_

Voice and tone: \_\_\_\_\_

Content types (blog, landing pages, video, etc.): \_\_\_\_\_

Cadence (per week/month): \_\_\_\_\_

Owner / PM: \_\_\_\_\_

Stakeholders: \_\_\_\_\_

Tool stack (CMS, DAM, GA4, GTM, SEO tool): \_\_\_\_\_

Quarter / dates: \_\_\_\_\_

### RACI by Stage

Stage	R	A	C	I
Brief				
Drafting				

Design				
SEO				
SME review				
Legal review				
Final QA				
Publish				
Distribution				

# Production Pipeline (Kanban-style)

Tip: Use checkmarks or initials to show where each content item sits in the workflow.

Title/ID	Idea	Brief	Draft	Design	SEO	Review	Approvals	Scheduled	Published

# Content Brief Template

Working title:

Goal and success metric:

Target audience and stage (awareness/consideration/decision):

Primary message and angle:

Key SEO keywords (1-3):

Call to action (CTA):

Outline (H1, H2s):

Required assets (images/video/data):

Subject matter expert (SME):

References/sources:

Compliance notes:

Due dates (draft/final/publish):

## Publishing Checklist

- ☐ Proofread and fix typos.
- ☐ On-page SEO: title, meta description, H1-H2 hierarchy, internal links.
- ☐ Images compressed; alt text written; filenames descriptive.
- ☐ Code blocks, quotes, tables formatted correctly on mobile.
- ☐ Accessibility basics: headings order, labels on forms, keyboard focus.
- ☐ UTM parameters added to promo links.
- ☐ Preview on mobile, tablet, desktop; fix layout issues.
- ☐ Noindex/nofollow not accidentally set on production.
- ☐ Schedule publish date/time.

## Distribution Plan

- ☐ Email: add to newsletter, segment as needed, test subject and links.
- ☐ Social: schedule posts per channel (copy + image/video).
- ☐ Paid boost: define budget, audiences, and dates.
- ☐ Partners/Influencers: send share kit (blurb, image, tracking link).
- ☐ Sales/CS enablement: share link and talk track with the team.
- ☐ Repurpose plan: clips, carousels, quote graphics, short video.

Performance Tracker (30/60/90 days)

URL/Title	Publish date	Primary KPI	30d	60d	90d	Top keywords	Notes