

Checklist for Onboarding a New Content Development Team

Use this checklist to provide your new content team – whether an agency, new hire or contractor – with all the resources, instructions, and references they need to write great content for you.

Doing this will make sure your content:

- Brings in traffic
- Aligns with your brand
- Supports your marketing goals
- Drives conversions (no matter the CTA)
- Speaks effectively to your target audience

And it will help your team:

- Get started more quickly
- Reduce time spent in revision cycles
- Avoid frustration and communication mishaps

Once you provide them with these resources, a training or Q&A session is a good idea.

<input type="checkbox"/>	Style guide	This document outlines how you want your brand to sound, what punctuation to use, and provides many examples. If you want more information on how to build a style guide and what sections it should contain, you can check out my blog post on how to create a style guide .
<input type="checkbox"/>	Editing checklist	This is a tactical resource that a writer or editor will use as a last step before delivery to check their work. It highlights the non-negotiables for you and ensures compliance.
<input type="checkbox"/>	Branding guidelines	Separate from the style guide, this document covers how you want your brand to look and feel. It usually covers logo usage, fonts, colors, and other design elements. It's not as important for the writer as the designer, but it's a resource you want everyone on the team to have.
<input type="checkbox"/>	Terminology list	This list contains terms specific to your business, including acronyms, and provides definitions and examples of what to not use. A term list is especially important if your content is ever going to be translated. It can be part of your style guide.

<input type="checkbox"/>	Links to relevant content	<p>This could be anything related to your brand, your content, your competitors, or your industry. These are references that show a content team what you want the results to look like, an example of formatting or approach, what the competitors are saying, and how something is explained in the industry. Don't spam your team but be thoughtful to provide resources that can inform and improve their work.</p>
<input type="checkbox"/>	Product training	<p>A writer can't adequately or accurately represent your product / service if they don't understand it. Provide a written introduction to your industry and a description of your tools / services / product. This will save your content team from having to do hours of research. Some products are exceptionally hard to learn, so training and references are critical.</p>
<input type="checkbox"/>	SEO keywords	<p>Provide your content team with the top keywords that your company is trying to own in the market.</p>
<input type="checkbox"/>	Buyer personas	<p>These help the writer tailor their content for a specific audience based on their preferences and pain points. You can find a concise buyer persona template here.</p>
<input type="checkbox"/>	List of SMEs	<p>SMEs are a fountain of information for your content team. They should be providing detailed inputs for thought leadership pieces and reviewing any content that is beyond a general industry level.</p>
<input type="checkbox"/>	Creative brief	<p>You would create one for each individual piece to provide top points to cover, an outline, title suggestions, specific SMEs, CTAs, specific target buyer, stage in funnel, and internal links to include. Check out and download my creative brief template.</p>