Google Helpful Content Checklist

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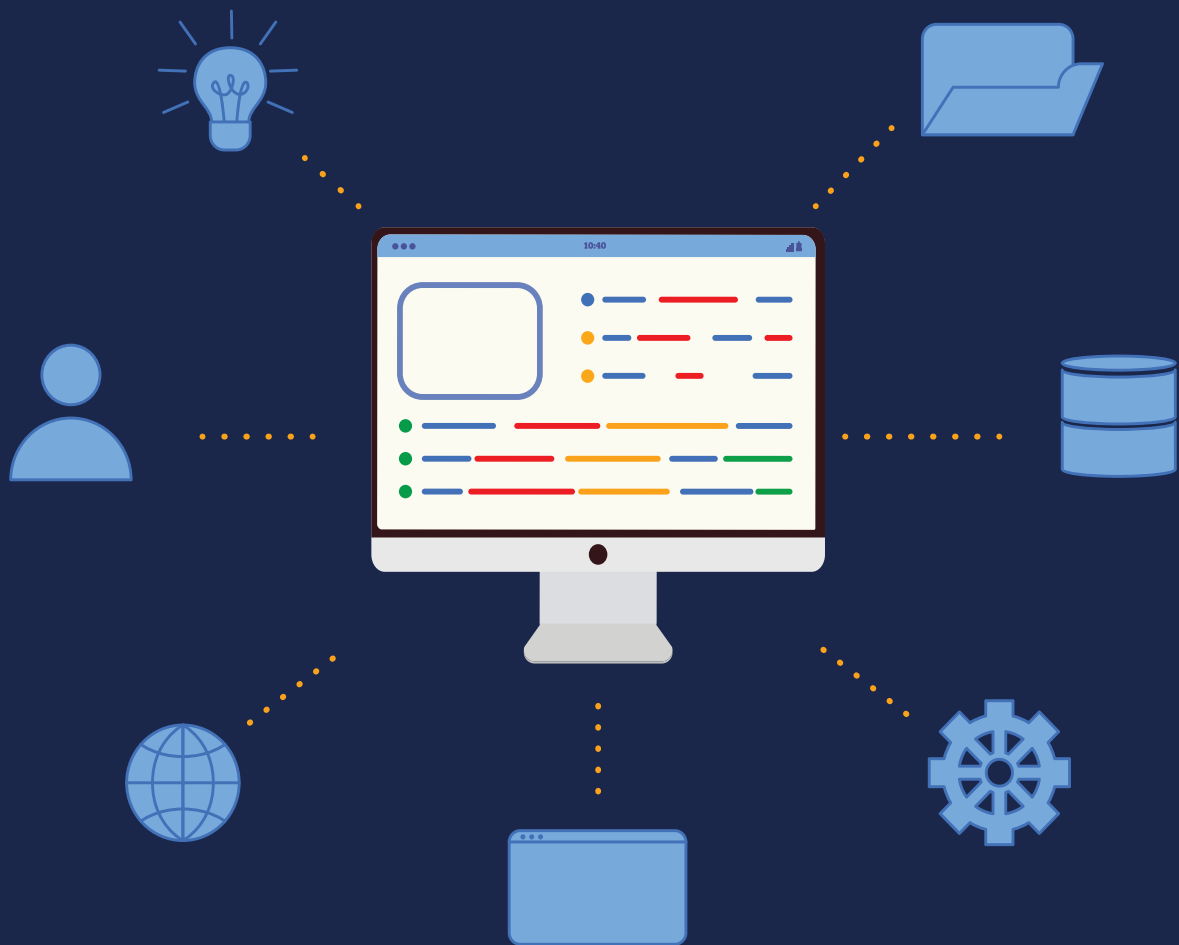
GOOGLE HELPFUL CONTENT CHECKLIST

The Google Helpful Content Update is going to have a big impact on websites with bad or redundant content. Use this checklist to audit your website and make sure you're building content that will help users first.

IS YOUR CONTENT HELPFUL IN THE EYES OF GOOGLE	YES / NO
Is this content primarily written to help your audience, or is it written to rank well on search engines?	/
Has the content been primarily written by a human rather than using extensive automation?	/
Is the content topic aligned with your site's primary purpose or focus?	/
After reading your content, will someone leave feeling they've learned enough about a topic to help achieve their goal?	/
Does the content provide original research, analysis, or insights beyond the obvious or compared to other pages in the search results?	/
If the content includes information from other sources, does it add new information or perspectives, rather than simply copying or rewriting those sources?	/
Does the headline provide a descriptive, helpful summary of the content?	/
Can your audience trust the information in this article? Is the author a credible source and is the site known a reputable source?	/
Is the content free from factual errors or spelling and grammatical mistakes?	/
Does content display well for mobile devices?	/

10 Tips to Write Content Google (and your audience) Will Love

1. Only develop content aligned with your content pillars and subject matter expertise. Truly demonstrate your expertise, authoritativeness, and trust (E-A-T) on specific topics. Read: How to Create Content that Generates Demand for a deep dive into developing topics and content)

2. Write your content for your specific audience/niche. Start with your Ideal Customer Profile (ICP) and segments/roles within. Be sure to mention them in your content.

3. Write your content so it satisfies the user's search intent as quickly as possible on the page. Present the most important information first and then add additional detail to support your information further down the page.

4. Each web page/blog article should have one main topic. Remove content that doesn't match the main topic.

5. Include more subsections, statistical data, expert quotes, charts, tables, images, videos, etc., that are helpful for the user.

6. Do your homework, look for information gaps in your competitor's content, and fill them in with your knowledge.

7. Write for your audience first and then go back and optimize for search engines.

8. Quality of Quantity. One or two blogs per month of high quality will serve you better than multiple blogs per week.

9. Rewrite or remove any content on your site created only to rank high in the search engine without regard to the user experience.

10. Remove any content on your website that doesn't align with your content pillars or subject matter expertise. If you don't want to remove it, you can add a no-index tag to the HTML code so Google won't crawl it.