

THE ULTIMATE

Skyscraper Technique Checklist

By CoSchedule

- Select keyword*
- Review top ten ranking posts for selected keyword in Google*
- Review top ten most shared posts for selected keyword in BuzzSumo*
- Determine average length of top content*
- Determine if our site can compete for selected keyword based on Domain Authority and Page Authority*
- Determine average length for top-performing competitive content*
- Determine average number of images and videos for top-performing competitive content*
- Identify gaps in competitive content*
- Identify common keywords and phrases used in competitive content
(consider including these in your own content)*
- Write content outline*
- Write 20 to 30 headlines using the Headline Analyzer*
- Write content*
- Create images*
- Create video or repurpose existing video content*
- Publish content*
- Review performance*

*Plan, publish, and promote better content with CoSchedule.
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