Content Grading System

GEEKY TECH

Why We've Created This Grading System

Quality content is essential for any successful online presence. Our grading system is designed to help you provide actionable feedback to your writers, streamlining the writing process and improving content quality. This in turn accelerates turnaround times, boosts your return on investment, and ensures your content is consistently high-quality.

How to Use This Document

We've outlined five crucial checkpoints for evaluating content. Give yourself a point for every criterion you meet.

Grading System

A passing grade is ultimately up to you. However, if a writer scores an 18 out 20 but fails the plagiarism checkpoint, we would consider this an automatic fail. Stolen content should never be published, and failing to meet this criterion renders the content unpublishable, regardless of its quality. Writers consistently scoring between 10 and 15 may require further guidance or revisions. If a writer scores higher than 15, they may be able to achieve a perfect score with just one round of revisions. If a writer scores below 10, more work from both ends may be necessary, which can consume valuable resources.

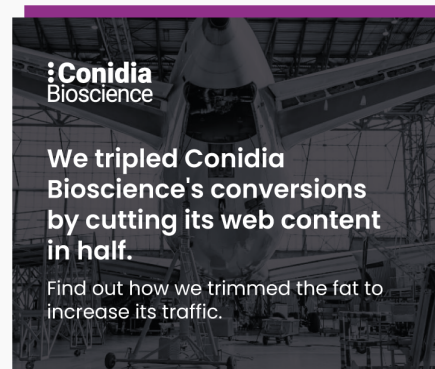| Checkpoints	Y/N
Basic SEO	
Does the content follow on-page SEO best practices?	
See our [On-Page SEO Best Practices](#) for more details.	
Intent	
Does the article match the intent of the content brief?	
Does the content meet the brief objectives?	
Does it align with the company's brand and image?	
Does the content provide value to the reader?	
Boost your page with our conversion rate optimisation (CRO) checklist	
Plagiarism & Trust	
Is the content completely or partially plagiarized?	
Has the writer properly cited their sources?	
Run the content through a plagiarism checker like Copyleaks or Copyscape ***Stolen content should never be published on your site.**	
Language	
Are there consistent spelling or grammar mistakes?	
Does the writer have a good command of the English language?	
Is the language appropriate for the target audience?	
Is it written in a way that either supports or undermines your brand's credibility?	
Suggested tools: *- Grammarly*	
Readability	
What's your first impression of the document? Does it make sense? Are you happy with it?	
Is the content convincing, actionable, or shareable?	
Does it flow well, i.e., does it answer the hypothesis of the first section or paragraph?	
Does it follow the basic article structure, i.e. can you easily identify the introduction, body, and conclusion?	
Has the writer included too much "fluff" in order to meet the word count?	

Has the writer used keywords in a natural way?

Overall, is the content entertaining and/or informative?

Can the reader easily summarise the content in their own words

Does the content respect the "5 Cs":
– Consistency
– Clarity
– Conciseness
– Completeness
– Correctness

Boost your page's ranking potential with a FREE SEO content brief.

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A passing grade is ultimately up to you. However, if a writer scores **a 22 out of 25** but fails the plagiarism checkpoint, we would consider this an automatic fail. Stolen content should never be published, and failing to meet this criterion renders the content unpublishable, regardless of its quality. Writers consistently scoring between 10 and 15 may require further guidance or revisions. If a writer scores higher than 15, they may be able to achieve a perfect score with just one round of revisions. If a writer scores below 10, more work from both ends may be necessary, which can consume valuable resources.

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YOUR PROGRESS

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out of 25

To edit this checklist please click File > Make a copy to create a copy only you can see and edit
Read more how to use this checklist

See Online Version
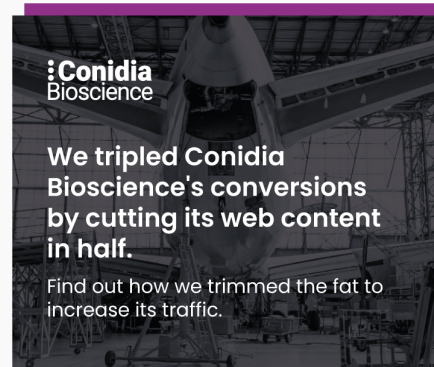
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Does the content respect the "5 Cs":
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Helpfulness, Reliability

Does the content offer thought-provoking analysis or captivating insights that go beyond the surface level?

Has the writer included too much "fluff" in order to meet the word count?

Does the content deliver significant value in comparison to other pages appearing in search results?

Is the content authored by a knowledgeable expert or passionate enthusiast who exhibits a deep understanding of the subject matter?

Does the content leave readers with the impression that they need to search again to find better information from other sources?

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