

Field	What To Look For	Pass/Fail
Search intent	States informational, commercial, transactional, or navigational	☐
Competitor URLs	Lists 2-3 ranking pages to beat	☐
CTA	Names the exact conversion action	☐
Primary keyword	One target term, not a list	☐
Secondary keywords	3-5 supporting terms	☐
Target audience	Names a specific reader, not "everyone"	☐
Funnel stage	Top, middle, or bottom with the job stated	☐
Content angle	A distinct take, not a topic restatement	☐
Word count	A range tied to intent depth	☐
Title/H1	Drafted, not left to the writer	☐
Meta description	Drafted with the keyword	☐
Internal links	2-3 target pages named	☐
Conversion goal	The action after reading	☐