

Where your content stands today

Score each item: 0 = missing, 1 = partly in place, 2 = strong.

Under 60% means content is costing you customers. Send it to us and we will review it free.

1. Brand foundation

- ☐ Is your positioning stated in one sentence anyone on the team can repeat? ___ / 2
- ☐ Do your logo, colours and fonts appear identically on every channel? ___ / 2
- ☐ Is there a written tone of voice for English and Arabic audiences? ___ / 2
- ☐ Does your bio/link-in-bio lead to a clear next step? ___ / 2

2. Content quality

- ☐ Do your first 1.5 seconds stop the scroll (hook layer)? ___ / 2
- ☐ Is there a story spine that earns the full watch (retention layer)? ___ / 2
- ☐ Does every post end with a native call to action (conversion layer)? ___ / 2
- ☐ Are captions, subtitles and safe areas correct for vertical video? ___ / 2
- ☐ Is photography lit and graded consistently across posts? ___ / 2

3. Publishing rhythm

- ☐ Do you publish on a fixed weekly calendar, or reactively? ___ / 2
- ☐ How many original assets do you produce per shoot day? ___ / 2
- ☐ Are formats repurposed (hero film > reels > stills > stories)? ___ / 2
- ☐ Are seasonal moments (Ramadan, Eid, National Day) planned ahead? ___ / 2

Reach, search and results

4. Reach & distribution

- ☐ What share of reach is organic vs paid? ____ / 2
- ☐ Are paid campaigns targeted by intent, not just demographics? ____ / 2
- ☐ Are you present where your buyers actually search (Google, Maps, TikTok)? ____ / 2
- ☐ Do you collaborate with creators relevant to your sector? ____ / 2

5. Website & search

- ☐ Does every page have a unique title and description with real keywords? ____ / 2
- ☐ Does the site load in under 2.5 seconds on mobile? ____ / 2
- ☐ Is your Google Business Profile complete with photos and reviews? ____ / 2
- ☐ Is there an Arabic version for Gulf and Levant audiences? ____ / 2

6. Measurement

- ☐ Do you track saves, shares and watch-through — not just likes? ____ / 2
- ☐ Can you connect content drops to enquiries, bookings or footfall? ____ / 2
- ☐ Is there a monthly report with decisions, not just numbers? ____ / 2
- ☐ What is your cost per qualified lead today? ____ / 2