

# 10 Point Checklist for Branding Your Content Upgrade

When you're giving away content, always make sure the person who downloads it knows who you are and how to find you.

## Checklist by Denise Wakeman, Your Guide to More Visibility on the Web

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- ☐ Your name as author of the content
  - 
  - ☐ URL for your website
  - 
  - ☐ URL that links back to the original blog post
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  - ☐ Links to related content and resources. Where can you link to supporting blog posts and resources.
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  - ☐ Can you include affiliate links?
  - 
  - ☐ Call to Action. What's the next logical step for the person to take?
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  - ☐ Your bio. In 3-4 sentences tell a quick story about who you are, what you do and who you serve.
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  - ☐ Your professional headshot. This is a key visibility piece and will set you apart as being recognizable around the Web.
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  - ☐ Copyright info: (c) Your Name. All Rights Reserved. Your Website URL
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  - ☐ Make it look great! Looks matter so do your best to design your content so it matches your brand.
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**Learn more at [DeniseWakeman.com](http://DeniseWakeman.com)**

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