



OptinMonster Presents

# COMPETITOR QUALITY CHECKLIST



# Competitor Quality Checklist

Questions	Findings based on popular posts
How long should my content be?	
What format should my content be (case study, list, advice, etc.)	
How many images should I use? Should I use stock images?	
Do I need data to back up my claims?	
Do I have the credibility to write about this topic?	
Should my titles be short and snappy or long and descriptive?	