



# Template: Interactive Content Creation Checklist

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Based on Article: "Creating Interactive Content to Drive Blog Engagement"

Website: <https://scaleblogger.com>

A practical checklist to guide you through the process of creating interactive content for your blog to enhance engagement.

## Checklist Items:

### 1. Verify CMS Access

Confirm you have admin or editor rights to your CMS and the ability to add embed code or shortcodes.

Reference Section: What You'll Need (Prerequisites)

### 2. Select Interactive Builder

Choose between a no-code builder for quick launches or a custom solution for full control. Evaluate based on your team's skills and project needs.

Reference Section: What You'll Need (Prerequisites)

### 3. Set Up Analytics

Ensure Google Analytics 4 and Google Tag Manager are installed, and configure at least 5 custom events to track user interactions.

Reference Section: What You'll Need (Prerequisites)

### 4. Prepare Content Assets

Gather high-quality images, write concise copy for questions and results pages, and define audience personas to tailor outcomes.

Reference Section: What You'll Need (Prerequisites)

### 5. Define Objectives and Metrics

Decide the primary objective of your interactive content (e.g., lead gen, awareness) and select corresponding primary and secondary metrics to measure success.

Reference Section: Plan Your Interactive Piece

### 6. Design User Flow and UX

Outline the user journey through the interactive piece, ensuring the flow is intuitive and aligns with your defined objectives.

Reference Section: Design the Flow and UX

### 7. Develop the Interactive Element

Utilize your selected builder to create the interactive content, incorporating elements like quizzes or calculators designed in the previous steps.

Reference Section: Build the Interactive Element

## **8. Embed and Test**

Embed the interactive content into your blog, and conduct thorough testing (QA) to ensure functionality and user experience are optimal.

Reference Section: Embed, Test, and QA

## **9. Promote the Interactive Content**

Create a distribution plan to promote your interactive piece across social media, newsletters, and other marketing channels to drive traffic.

Reference Section: Promote and Distribute

## **10. Measure and Iterate**

Post-launch, analyze the performance using your set metrics, make necessary adjustments, and iterate on the content based on user feedback and data.

Reference Section: Measure Success and Iterate