



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