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The Content Engine Checklist

This checklist provides you with a high-level overview of priorities when looking to implement a scalable, predictable Content Engine that drives visitors to your blog to then turn them into leads in your lead database.

Building your Content Engine

A Content Engine can be a valuable revenue driver for your business. This checklist will help you get started building one.

- ☐ Set up a blog and content management system

    - ☐ Use your primary domain (not a subdomain)

    - ☐ Next.js and Netlify recommended (but also check options on https://jamstack.org/

    - ☐ Where applicable, install plugins to optimize images, improve performance

- ☐ Set up analytics

    - ☐ Key metric: unique visitors, search impressions, AI citations

    - ☐ Secondary metrics: time on page, traffic source, location

- ☐ Collect leads in your database

- ☐ Set up email marketing platform (Mailchimp, ConvertKit or Hubspot recommended)

    - ☐ Set up newsletter signup form and welcome email

    - ☐ Offer gated asset in exchange for email and first name information (if possible)

- ☐ Set up retargeting (even if you don't run ads right away)

- [ ] Install tracking scripts

- [ ] Create relevant custom audiences where applicable

- [ ] Create a [content calendar](#)

  - [ ] Plan to publish at least twice per month, ideally weekly

  - [ ] Build a backlog of content

  - [ ] Work 1-3 months ahead

Starting and Running your Content Engine

- [ ] Plan to create "evergreen" content (2+ posts per month)

  - [ ] Topics based on keyword research

  - [ ] Often easier to outsource to an agency/freelancers

  - [ ] Track unique visits over time, watch for steady rise

  - [ ] Build clusters with internal backlinks

- [ ] Plan to create "spiky" content (1+ post per month)

  - [ ] Topics based on understanding your audience, what might go viral (timing is important)

  - [ ] Help fill up the retargeting audiences

  - [ ] Usually written internally or by good ghostwriters

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- ☐ Track unique visits after sharing, watch for "spikes"

- ☐ Track backlinks, should see uptick

☐ Publish and promote

- ☐ Follow the cadence set by your content calendar: a content calendar shows your team an overview to orchestrate publishing and distribution

- ☐ Promote each piece of content on social media, newsletters, direct outreach, etc.

☐ Set up retargeting ads to expose previous readers to your brand and tagline

- ☐ Set a 90-day or shorter window

- ☐ Customize your message to best fit the different audiences you set up

- ☐ If budget and a gated asset is available, additionally run an ad that links directly to the gated asset

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About the Author

Manuel Weiss is co-owner of Draft.dev, a Content Creation Agency for Technical Companies. We help Marketing and Developer Relations teams in tech businesses **drive awareness, capture leads, and build trust**.

In the last 15 years, Manuel has helped small and large businesses build lead engines based on content marketing that generated millions of unique visitors per year, driving thousands of marketing-qualified leads every month, helping generate millions of dollars and 1,000s of customers.

Ready to elevate your developer marketing strategy? At Draft.dev, we specialize in creating high-quality technical content that resonates with developer audiences and drives measurable growth for technical companies.

Our team of expert technical writers, experienced editors, and marketing strategists understands the unique challenges of reaching and converting developer audiences. Whether you're looking to launch a new content initiative, scale your existing developer marketing program, or refine your technical content strategy, we can help.

Visit Draft.dev today to learn how our specialized technical content agency can help you build authority, generate qualified leads, and establish trust with developer audiences. Book a Discovery Call with us to discuss how we can craft a customized content strategy that aligns with your specific business goals and technical audience needs.

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