**CONTENT TYPE CHECKLIST [](http://bit.ly/2RntpWR)**

|  |  |  |
| --- | --- | --- |
|  | **CONTENT TYPE** | **COMMENTS** |
|  | Blog Post |  |
|  | List |  |
|  | How-To |  |
|  | Questions and Answers (Q&A) |  |
|  | Frequently Asked Questions (FAQs) |  |
|  | Explainer |  |
|  | Case Study |  |
|  | Testimonial |  |
|  | Quote |  |
|  | Interview |  |
|  | Company News |  |
|  | Product Review |  |
|  | Book Review |  |
|  | Roundup |  |
|  | Newsletter |  |
|  | Email |  |
|  | Guide |  |
|  | E-Book |  |
|  | White Paper |  |
|  | Worksheet |  |
|  | Checklist |  |
|  | Template |  |
|  | Infographic |  |
|  | Diagram |  |
|  | Data Visualization |  |
|  | Video |  |
|  | Podcast |  |
|  | Audio Book |  |
|  | Webinar |  |

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