

# 10 Point Checklist for Branding Your Content Upgrade

When you're giving away content, always make sure the person who downloads it knows who you are and how to find you.

## Checklist by Denise Wakeman, Your Guide to More Visibility on the Web

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- Your name as author of the content

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- URL for your website

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- URL that links back to the original blog post

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- Links to related content and resources. Where can you link to supporting blog posts and resources.

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- Can you include affiliate links?

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- Call to Action. What's the next logical step for the person to take?

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- Your bio. In 3-4 sentences tell a quick story about who you are, what you do and who you serve.

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- Your professional headshot. This is a key visibility piece and will set you apart as being recognizable around the Web.

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- Copyright info: (c) Your Name. All Rights Reserved. Your Website URL

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- Make it look great! Looks matter so do your best to design your content so it matches your brand.

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**Learn more at [DeniseWakeman.com](http://DeniseWakeman.com)**

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