

CONTENT MARKETING - STYLE GUIDE

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A content marketing style guide is a document which standardizes your content creation guidelines. From the colors of your brand, the key phrases you use for call to action buttons to the spelling and punctuation usages, everything is documented and standardized by a style guide.

A style guide is a necessary document for the success of your content marketing strategy as well as to maintain quality of the content across your website. A style guide can list step-by-step rules for:

- **A designer's checklist** - This will remind designers of your brand colors, correct image properties and copyright issues, icon selection, etc.
- **A writer's checklist** - This will remind writers of the use of voice, spelling, punctuation, unique words, and phrases approved by the company. It will also advise writers on legal fact checking and proofreading methods.