AMP Checklist

News Article:

- ❒ the headline focuses on adequate keywords, does not include unsupported characters (,."%& etc) and is at least 69 characters long

- ❒ the first paragraph is not a paraphrase of the summary – it should follow the summary naturally

- ❒ all the links the client requested are used (up to a maximum of three) in the appropriate places (one in the 2nd paragraph CTA, one in the middle, one in the final paragraph)

- ❒ if there's just one link it is used both in the second and the final paragraphs

Blog:

- ❒ the headline is engaging and unique (not repeated in any other module), 69-80 characters long + location is in the headline, if applicable

- ❒ the content starts with a new, engaging paragraph and uses second person throughout where appropriate

- ❒ the company name and product/service/announcement are not introduced twice (first paragraph from the news article is not transferred directly, but edited)

- ❒ the content ends with an engaging call to action

- ❒ the final paragraph features a "you" or "your" that is placed **after** the URL.

- ❒ the headline and summary are different enough from the news article headline and summary (there are no warnings displayed next to the respective text boxes)

Podcast

- ❒ the headline is engaging and unique (not repeated in any other module), 69-80 characters long + location is in the headline, if applicable

- ❒ there are no links in the body of the podcast

- ❒ the client's main link is placed in the summary and is live (make sure it's blue and it features the http(s):// part)

- ❒ the narration is set to the appropriate area (US for US businesses, Australia for Australian businesses, GB for GB businesses etc)

Infographic

- ❐ **the headline is engaging, unique, at least 69 characters long, and focuses on the client's main keywords** + location is in the headline if applicable;

- ❐ the client's main link is placed in the summary and is live (make sure it's blue and it features the http(s):// part) – if original link can't fit, used a URL shortener like [Bitly](#) to shorten the link

- ❐ the images/symbols match the content the and the overall theme of the AMP, and are framed appropriately

- ❐ the text makes sense and follows a logical order (no repeat sentences, no sentences that start with the same words, no abrupt changes of style etc)

- ❐ the final-slide call to action uses the second person ("Go to https://site.com to find out more" or "Click on the link in the description to find out more" or similar)

Slideshow

- ❐ the headline is engaging, unique, at least 69 characters long, and **focuses on the client's main keywords** + location is in the headline if applicable

- ❐ the client's main link is placed in the summary and is live (make sure it's blue and it features the http(s):// part)

- ❐ the client's main link is placed on the last slide and has the http(s):// part at the start.

- ❐ the text on the slides makes sense and follows a logical order (no repeat sentences, no sentences that start with the same words, no abrupt changes of style etc)

- ❐ the text on the slides is displayed correctly (no incomplete sentences, no unmarked quotes etc)

- ❐ the images match the content on the slide and the overall theme of the AMP, and are framed appropriately

- ❐ the final-slide call to action uses the second person ("Go to https://site.com to find out more" or "Click on the link in the description to find out more" or similar)

Video

- ❐ the headline is engaging and unique (not repeated in any other module) and is at least 69 characters long + location is in the headline if applicable

- ❐ the first slide DOES NOT repeat the main headline

- ❐ the narration is set to the appropriate area (US for US businesses, Australia for Australian businesses, GB for GB businesses etc)

- ❐ the text on the slides makes sense and follows a logical order (no repeat sentences, no sentences that start with the same words, no abrupt changes of style etc)

❒ the text on the slides is displayed correctly (no incomplete sentences, no unmarked quotes etc)

❒ the images match the content on the slide and the overall theme of the AMP, and are framed appropriately

❒ the final-slide call to action uses the second person ("Go to site.com to find out more" or "Click on the link in the description to find out more" or similar)

❒ the final-slide call to action does not feature a weird, hard-to-read link (like https://site.com/page_001#--subpagehtsl?1&-1DENVFuui7??-php). Use "Click on the link in the description to find out more" or similar if that's the case.