

ContentGait Quality Score Workbook

A practical worksheet for judging content as an organic growth asset, not just a writing output.

Use this before publishing more content

Score one important page before investing in another batch of articles.

Area	Question	Action
Business role	What job should this page do?	Define action and buyer stage
Proof depth	Can the visitor believe the claims?	Add examples, process or limitations
Conversion path	What should the reader do next?	Improve CTA and next page route

Scoring scale

0-40 means weak, 41-70 means repairable, 71-85 means publishable with improvements, 86+ means strong.

Score	Meaning	Action
0-40	Weak asset	Rewrite or retire
41-70	Repairable	Refresh and add proof
71-85	Good base	Improve CTA and links
86+	Strong	Monitor and maintain

Priority checklist

Choose the highest impact repair first.

Problem	Signal	First fix
AI sameness	Generic phrasing	Add human examples
Intent mismatch	Wrong depth	Rebrief
Weak conversion	No clear CTA	Map next step

Next step: send one page or brief to contact@contentgait.com for a ContentGait review.