



# Systematic Content

## Daily Sifting Process

### Quality Control Checklist

**Step 1.    Read the Daily Sifting Process Companion Manual**

Read the Daily Sifting Process Companion Manual

**Step 2.    Watch the Daily Sifting Process Companion Video**

Watched the Daily Sifting Process Companion Video

**Step 3.    Get to the starting screen in your software of choice**

Switched to either the queue in WP Newswire... or the “All” folder in DiggReader.

**Step 4.    Sift based on post title or video title**

Based my decisions solely off of the title. Did not open the post, read it further, or in any way allow myself a closer peek.

**[If using WP Newswire...](#)**

Removed all posts from my queue that did not meet the criteria of the Post Selection Quality Control Checklist

**[If using DiggReader...](#)**

Added all posts that met the criteria of the Post Selection Quality Control Checklist to my saved folder

Marked every post that I evaluated today as Read (clicked “Mark as Read” below each)

## Step 5. Sift based on abstract or first 1-2 paragraphs

Based my decisions solely on the first 1-2 paragraphs or first 30-60 seconds of video only. Did not open the post, read it further, or in any way allow myself a closer peek.

### [If using WP Newswire...](#)

Removed all posts from my queue that did not meet the criteria of the Post Selection Quality Control Checklist

### [If using DiggReader...](#)

Removed all posts from my saved folder that did not meet the criteria of the Post Selection Quality Control Checklist

## Step 6. Sift based on the entire post or video

I at least skimmed or speed-watched the entirety of the post or video.

- This may seem excessive. Honestly, though, if you take the quality of the content on your site this seriously, your business will almost always compensate you handsomely as a result. Plus, it should be only a few posts left at this point after the first 2 rounds of sifting.

### [If using WP Newswire...](#)

Removed all posts from my queue that did not meet the

criteria of the Post Selection Quality Control Checklist

### [If using DiggReader...](#)

Removed all posts from my saved folder that did not meet the criteria of the Post Selection Quality Control Checklist

### Step 7. Sift based on performance metrics

- Keep in mind, it's okay to keep any posts that make it this far in the sifting process. If you have a post day coming up in your content schedule and don't have anything else lined up, go ahead and use a post with low views and few comments.

Given the choice, however, favor posts that have already proven themselves successful elsewhere on the internet.

I looked for the performance metrics of each remaining post (#of views, # of comments, social media engagement)

### [If using WP Newswire...](#)

Removed all posts from my queue that did not meet the criteria of the Post Selection Quality Control Checklist

Optional: I saved the removed posts in a file along with the number of views and comments they had received for possible future use.

- You don't have to do this, but if you ever want to quickly increase your content schedule (perhaps before a big promotion) or save these posts for a rainy day when your behind on your content schedule and need something fast, saving them may be for you.

### [If using DiggReader...](#)

Removed all posts from my saved folder that did not meet the criteria of the Post Selection Quality Control Checklist

Optional: I saved the removed posts in a file along with the number of views and comments they had received for possible future use.

- You don't have to do this, but if you ever want to quickly increase your content schedule (perhaps before a big promotion) or save these posts for a rainy day when your behind on your content schedule and need something fast, saving them may be for you.

## Step 8. Save the winners for later use

### [If using WP Newswire...](#)

I saved all winners as drafts in my WP Newswire Queue

### [If using DiggReader...](#)

I saved all winners somewhere safe.

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- If using DiggReader, you could handle this any number of ways. One of my favorites is to use the plug-in for Firefox called “Awesome Screenshot Plus.” It allows you to take an image of an entire website and save it for later.