**HubSpot**

# AI-GENERATED CONTENT REFINEMENT CHECKLIST

## 1 Accuracy

Ensure the content generated by ChatGPT is factually accurate and aligns with your brand's expertise and industry knowledge.

**Check for factual errors:** Verify the information provided in the content by cross-referencing it with reliable sources and internal knowledge.

**Assess terminology:** Ensure the use of accurate and appropriate terminology specific to your industry and brand; avoid jargon or technical language that may confuse the audience.

## 2 Brand Alignment

Evaluate the AI-generated content to ensure it captures your brand's voice, tone, values, and messaging guidelines.

**Consistency:** Verify that the content is consistent with your established brand voice, persona, and brand's communication style.

**Tone:** Assess if the content maintains the desired tone, whether it's friendly, professional, authoritative, or any other characteristic that reflects your brand's personality.

**Messaging:** Confirm that the AI-generated content consistently conveys your brand's core messages and key value propositions.

## 3 Brand Alignment

Refine the content to enhance clarity and readability, making it easily understandable to your target audience.

**Sentence and Paragraph Structure:** Ensure the content is structured logically, with clear and concise sentences and paragraphs that flow smoothly.

**Readability:** Evaluate the readability level of the content by checking sentence length, complexity, and overall readability score (such as Flesch-Kincaid or other readability tests).

**Avoid Ambiguity:** Eliminate any ambiguities, confusing statements, or double-meanings that may arise from the AI-generated content.

## 4 Grammar and Spelling

Edit the AI-generated content to correct any grammar mistakes, typos, or spelling errors that may appear.

**Grammar:** Check for proper grammar usage, including subject-verb agreement, verb tenses, pronoun references, and sentence structure.

**Spelling:** Ensure accurate spelling throughout the content, using spell-check tools or manual review to catch any misspelled words.

**Personalization and Brand Expertise:** Infuse the content with your personal touch, insights, brand expertise, and added value.

**Review and Edit:** Read through the AI-generated content and add your unique perspective, expertise, and brand-specific insights to make it more valuable and authentic.

**Human Touch:** Incorporate storytelling elements, anecdotes, or relatable examples that bring a human touch to the content, making it more engaging and on-brand.