# The Retailer's Non-Commodity Content Checklist

Google's latest AI search guidance reinforces a simple idea. Content built on real experience, customer knowledge, and original insights is more likely to stand out.

Use this checklist to evaluate whether your next piece of content contributes something unique or simply repeats information already available elsewhere.

Celerant
Retail Commerce Software

## Experience

- ☐ Does this content include something we've personally observed?
- ☐ Does it reference real customer interactions or questions?
- ☐ Does it contain lessons learned from running our business?

## Originality

- ☐ Could a competitor write this article without having our experience?
- ☐ Could an AI tool generate something nearly identical using existing web content?
- ☐ Does this content include a perspective, insight, or observation unique to our business?

## Specificity

- ☐ Does it include examples, data, outcomes, or observations?
- ☐ Does it answer questions customers actually ask us?
- ☐ Does it provide information that goes beyond general advice?

## Value

- ☐ Does the reader learn something they would be unlikely to find in multiple competing articles?
- ☐ Does this content help solve a real customer problem?
- ☐ Would someone bookmark, save, or share this information because it is genuinely useful?

## Search Readiness

- ☐ Is the content accurate and up to date?
- ☐ Does it include relevant images, videos, or supporting resources where appropriate?
- ☐ Is the page easy to navigate and understand?

# What's Your Non-Commodity Content Score?

Count the total number of boxes you checked:

**0–5 checks:** Your content is likely relying too heavily on generic information.
**6–11 checks:** You have strong content, but there is room to make it more distinctive.
**11+ checks:** You are creating highly differentiated content rooted in real experience.
This is the type of material that closely aligns with Google's emphasis on original, non-commodity content.

**Content Marketing eBook**