



# Simple Content Audit Template

Project	Deadline	__/__/__
Project Lead	Project URL	http://
Project Description:		

# Content Audit

## Identify Current Content Assets

The purpose of this exercise is to take stock of all of your content assets. The can include but is not limited to:

- **Website page and blog content**
- **Print and marketing material content**
- **Presentations, videos, podcasts**
- **Client emails and other correspondence**

You will want to inventory all your content and assess each piece based on the following:

- **Location**
- **Title**
- **Description**

Use the template on the next pages or this [spreadsheet](#) to do your inventory.

Once you've completed your inventory, start cleaning house. What are the obvious pieces you can trash right away? No sense in spending any extra time on content headed for the trash can. Get rid of them!

Then, go back through what's left and start assessing each piece:

- **Usefulness (Scale of 1 to 10) Based on:**
  - Is this Utility Content?
  - Is it useful to your target audience in some meaningful way?
  - If yes, great! If no, can it be modified to become useful?
- **Brand Viability (Scale of 1 to 10) Based on:**
  - Does this content help or hurt your brand?
  - Does it need to be modified to match company voice or style?
  - Is it consistent with your marketing efforts, future and past?
- **SEO Value (Scale of 1 to 10) Based on:**
  - Does this piece contain one of your target keywords or phrases?
  - Can it be modified to have more SEO value?
  - Can you target a more competitive "long tail" phrase to get better results?
- **Next Step**
  - After answering the questions above, should you keep it or trash it?
  - If you keep it, what are the next steps and who will be in charge?
  - Next steps could include: editing, rewrite, merging with other content, etc.
  - Where will this content go in your existing or new website? Align this with your sitemap.



