# Content audit planning worksheet

## Objectives

Why are you looking to audit this content now?

Some common reasons are:

* “Clean house” of unneeded or unused content before you build a new website
* Identify content that is useful and relevant based on data rather than perception
* Show content owners that they do not need to keep years’ worth of content
* Uncover opportunities for improved content management
* Determine which topics are and are not of interest to the audience

Check which of those are true for you, and add others below:

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## Scope

1. What content do you want to evaluate (e.g., sections and subsections of the website)?

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1. How much content is there to audit?

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1. How does this content relate to the organization’s goals?

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1. How does this content relate to user needs?

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1. Approximately how many content owners/subject-matter experts have a stake in this content, and what are their roles in making content decisions (creation, lifecycle, etc.)?

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## What to capture

We typically document the following attributes in our content audits:

* Page title
* URL
* Description
* Content type
* Topic
* URL quality
* Access level (public, password-protected, etc.)

Clients typically provide the following attributes for content audits:

* Department that owns the content
* Content author
* Creation date
* Last modified date
* Audience

***Please cross out any of the above attributes that you would not need or not be able to provide.***

Please list the importance of the following factors:

|  |  |  |  |
| --- | --- | --- | --- |
| **Factor** | **Very important** | **Somewhat important** | **Not important** |
| Currentness  *see consideration 1 below* |  |  |  |
| Relevance to audience  *see consideration 2 below* |  |  |  |
| Usage – unique pageviews in the last year, as provided by Google Analytics |  |  |  |
| Editorial consistency |  |  |  |
| Editorial quality |  |  |  |
| Adherence to the organization’s voice and tone  *see consideration 3 below* |  |  |  |
| Topic analysis  *see consideration 4 below* |  |  |  |

## Considerations

1. Setting standards for what to keep: This may vary by content area, content type, or topic. If you know which content you’d like to keep and for how long, you can provide it to us. If you don’t know this already, we can facilitate discussions with you to develop those standards.
2. Relevance: In order to determine what is relevance, we will need know who the top-priority audiences are, their size, and their level of engagement with the organization. If you already know this information, you can provide it; if you don’t, we can work with you to understand the audiences.
3. Voice and tone: If you have documented your brand quality and attributes or organizationwide editorial voice, you can provide it to us. If you have not, we can facilitate discussions with you to develop those attributes.
4. Topics/taxonomy: If you have a documented taxonomy or controlled vocabulary of topics, you can provide it to us. If you don’t, we can help you develop that.