Content Audit

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This is an example of a content audit. a content audit is a process of analyzing and assessing all of the content on your website. The overall objective is to reveal strengths and weaknesses in your content strategy, and adapt your content to your current goals.

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Here, we're going to look at the financial aid site. In order to create a content audit, you need to first create a template, you can make this in Microsoft Word, Excel, or Google Sheets, or whatever you're most comfortable with. That template should include a tab for each landing page of your website. These are down here.

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On each tab, include a page number, page name, current URL, content description, web team notes, and owner notes. Underneath the landing page, have all the child pages. I'm going to take you through an example.

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First, I think it's a good idea to start by inputting each page and their page number, along with the current URL before you start looking at the content.

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For the first page, it's going to be your landing page. The next page, page 1.1, will be the page that is underneath your landing page. And then 1.2 will be the next page underneath your landing page.

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Here's an example: About Us on the financial aid website is page one, then our staff is 1.1. schedule appointment is 1.2 Have a question is 1.3 Contact Us is 1.4 and consumer information is 1.5. You can see that here. Then you just copy and paste all of the URLs. And then you are ready to start looking at the content.

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So what you're going to do is you're just going to give a brief summary of what you've seen on each page. So for example, on the About Us page, we see this. So I said in the content description, brief summary of Office of Financial Aid with links to contact information. And then I gave my notes. Here's where you want to be thoughtful about what you think of the content and how you could possibly make it better to achieve your goals.

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You will perform a content audit for each page of your website. When giving notes think about the different features that the website utilizes. For example, I've suggested using a profile summary feature for the our staff page, or an accordion where there's lots of text. These features can help organize your information. After you've completed the content audit, you'll be ready to think more critically about how you can make your website better