Performing a Content Audit
Managing Websites

Maintaining a website is like tending a garden, it needs constant watering and weeding.

- Ann Rockley, The Rockley Group
What is a content audit?

In website governance, a *content audit* is the process of evaluating *content* elements and information assets on some part or all of a website.

- Wikipedia
Content Audit Resources

Content Audits and Inventories: A Handbook
by, Paula Ladenburg Land

Content Strategy for the Web
by, Kristina Halvorson & Melissa Rach
What can audits do?

- Give you a **snapshot** of your website
- Actively **manage** content
- Identify **gaps** (audiences, content, information, etc.)
- **Prepare** for revisions, redesigns, and migrations
Three Types of Audits

Quantitative Inventory
An inventory list of all the content on your website

Qualitative Audit: Best Practices Assessment
Comparing your content against industry standards

Qualitative Audit: Strategic Assessment
In-depth analysis of how your content measures up against your strategic goals
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What does it look like?

Ex. Tree Fruit Website Content Audit

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Basic Elements | Site Inventory

Page ID
A numbering system to identify each page on your unit's website (e.g. 1.0 Academics; 2.0 Faculty; 3.0 Research, 3.1 Recent Research, 3.2 Research Facilities, etc.).

Page
This is the name of the page as it appears in the site’s navigation and/or the main page heading.

URL
The hyperlink of the page as it appears in the web browser address bar.

Resources on the Page
Are there resources on the page worth noting? If so, what format are they in (PDF, video, Word/Excel, RSS feed, etc.)?
Basic Elements | Integrity Evaluation

Update Frequency
How often should this page be updated? Weekly? Monthly? Quarterly? Seasonally? Use this column to as a guide on when to update pages.

Status
Is the page in draft form, under review, or published?

Original Author
Who was the original author?

Last Update
When was the page last updated?

Current Owner/Contact
Who is currently responsible for maintaining the content on this page?
Basic Elements | Quality Evaluation

Purpose/Goals
Why does this page exist? What is it trying to achieve?

Page Type
What type of page is it? Webpage, post, blog, form, calendar, etc.

Tags = Keywords
Common keywords for your unit. These are guides to your content distribution.

Audience(s)
What audience group(s) is this page targeting?

Priority
How important is this page priority-wise? Low, Medium, Vital?

Content vs. Resource Page
Is this a content heavy (i.e. a lot of text) or a resource page (i.e. links to other pages)
Basic Elements | Recommended Actions

This section is only needed during the initial review process

Keep
The content does not need to be changed.

Improve
Some content on the page needs to be updated or rewritten.

Consolidate
Combine with another page.

Remove
The information on this page is irrelevant, old, or outdated. Remove it.
Other Elements

*Other elements to consider:*

**Google Analytics Data**
Track page views, average time on page, new vs. returning viewers, etc.

**Word Count**
Short pages may need more content, and longer pages may need to be broken up or edited down for scannability.

**Links In and Out**
Account for any cross linking on site or off site.

**Images, Media, Documents**
The images, media (videos, gifs, etc.), and documents are on each page.
Before you get started

Before you get started, set clear goals for the audit. Think about:

- What do you want to learn (and why)?
- What you need to prove (and to whom)?
- How long do you have to get the audit done (be realistic)?
- Where are you in the content strategy process?
How do I get started?

- Assign an **audit manager**
- **Customize** the template
- Define **categories** (tags = keywords, audiences, program goals, etc.)
- **Populate** the *site inventory* section (grey)
- **Assign** pages to new owners
- **Fill in** the remaining columns
Analyze for Gaps

- Sort by column
- Common gaps
  - Program goals
  - Audience types
  - Programs
  - Subject matter
Ongoing Management Tool

- Use in planning meetings
- Add new pages, posts, etc.
- Review pages based on *Update Frequency*
- Plan yearly audits
- Still have unanswered questions? Conduct user research
Final thoughts...

- Initially a big lift
- Do what works for your team
- You get out of it what you put in

A template will be included with the follow up email later this week.
Questions?