

# Content Audit – meet the beast



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# Hello!

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What is a  
content audit?



# ADVENTURE



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# A Content Audit is exploring

You will...

- # meet the website in its entirety
- # learn about the content quality
- # learn about content relevance to
- # develop strategies how to handle the beast



# BEAST



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## You need a plan

# Why are you doing an audit?

# What do you like to know?



# You need a plan

# Why are you doing an audit?

Migration to new website

# What do you like to know?

What is the status quo?

What and how much do we want to migrate?

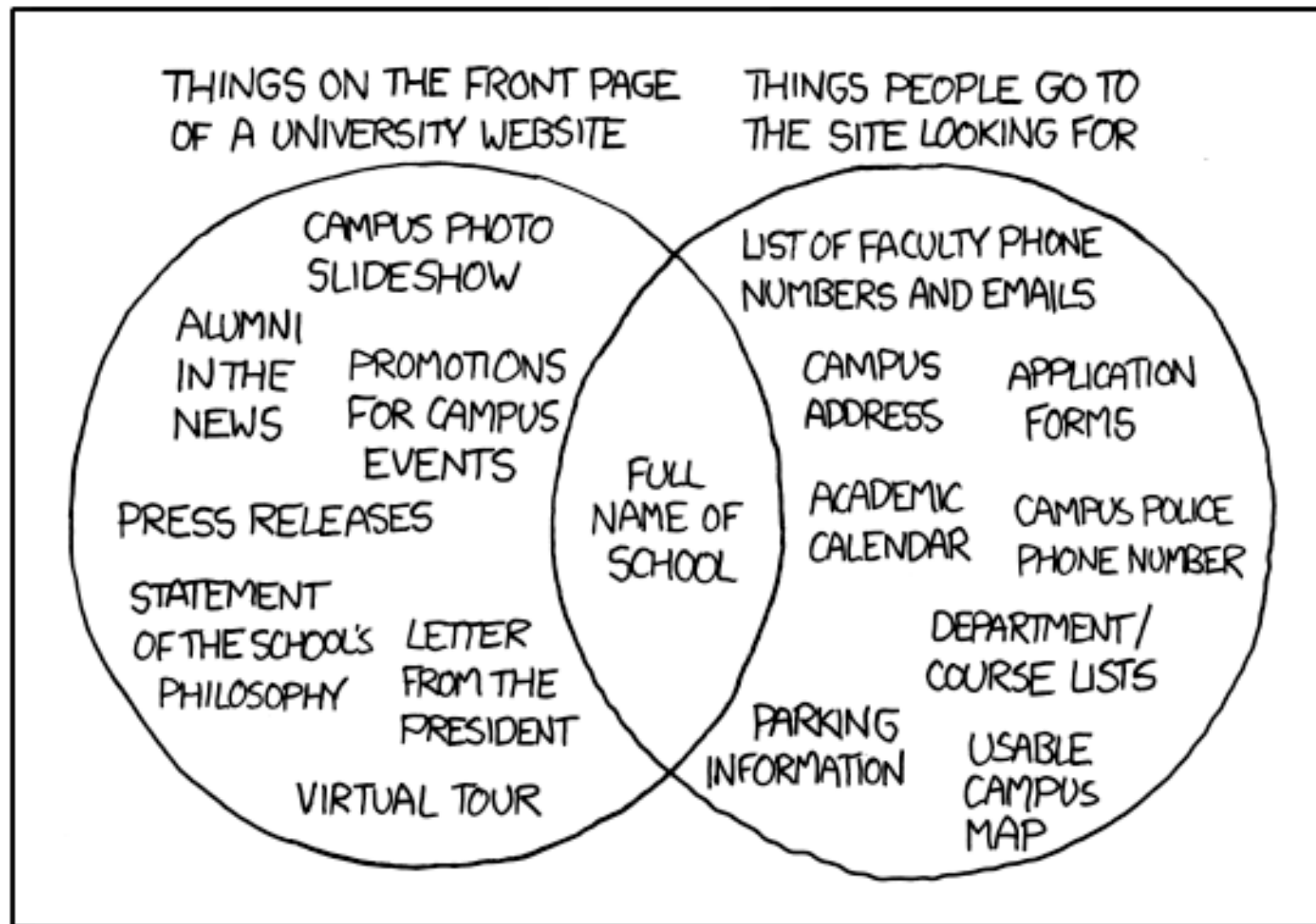
What do we have to fix first?

# SHINY NEW WEBSITE



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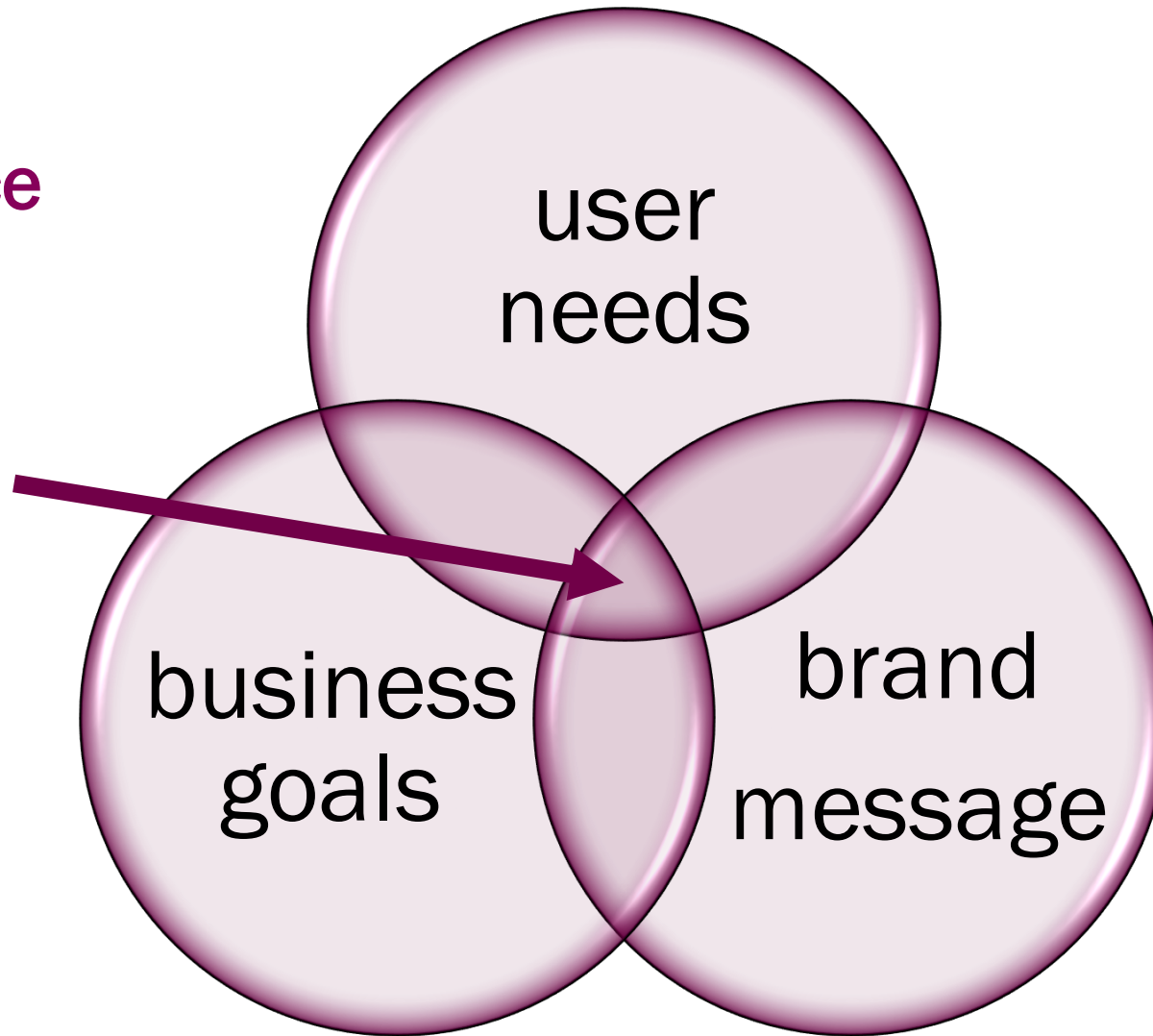
# Content Relevance





**Content  
Relevance**

**relevant  
content**



# Step #1 Inventory





# Inventory tools

# Excel

# Crawler like Screaming Frog

# web analytics



# Status quo

29.000 PDF (but 970 Web pages)

Page Titles			
All	2916	100,00%	2916
Missing	0	0,00%	2916
Duplicate	2639	90,50%	2916

H1			
All	2916	100,00%	2916
Missing	14	0,48%	2916
Duplicate	2086	71,54%	2916

	Sessions 2017
Home page	387387
about us / section 1	9
about us / section 1 / section 1.1.	3
about us / section 1 / section 1.2	1
about us / section 1 / section 1.3	0
about us / section 1 / section 1.4	1
about us / section 1 / section 1.5	1



Step #2  
quality check



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**Content  
Relevance**

**persona(s)  
& journey**

**user  
needs**

**set priorities**

**business  
goals**

**brand  
message**

**consistency  
voice & tone  
visual**



# Content Quality

- # structure
  - # accessibility
  - # spelling, grammar,...
  - # SEO requirements
  - # consistency
  - # ...
- 
- # define criteria and a scale 1 to 3
  - # define representative sections for large web sites

**start holistic  
and be agile**

# Get an overview

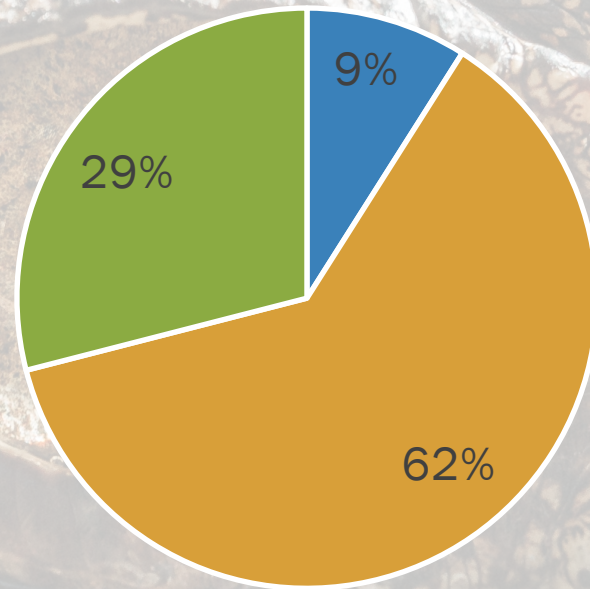
# ROT: Redundant, Outdated, Trivial

# Current, Relevant, Appropriate

# WordPress Plugin „Content Audit“ by Stephanie Leary

Status  
quo

2900 pages



■ delete ■ revise ■ okay



# Take aways

- # know your user's needs(!), your business goals and brand message
- # define the audit goals
- # get an holistic view and be agile
- # define quality criteria
- # show the issues to your stakeholder to get resources „show don't tell“
- # get the status quo to calculate the project
- # find time and resources to do an audit – you will save time and resources during the project and get a realistic time frame

**Run an audit at least once a year to keep up the quality!**

# Thanks!

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Any questions?

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