Examples of content audit criteria

Choose the content audit criteria that align best with your goals — or create your own tailored criteria using these examples as inspiration.

Main customers

Who is the content for? Record the main groups of people the content is intended for. If you identify several groups, record the priority order (High, Medium, or Low).

Purpose

Why do you need the content? Record the main purpose the content is meant to fulfil. If the purpose isn't clear, note that down.

Relevance

Does the content meet your customers' current needs? Give the content a rating (High, Medium, or Low).

Key messages

What are the key messages in the content? Note them down (if this is hard to do, flag the content as potentially not focused enough).

Fit

Does the content align with your brand or business strategy? Give the content a rating (Yes, Partially, No).

Main topics

What are the main topics in the content? Record key topic phrases or words. Later, you can use these topics to help you organise content into user-friendly categories.

Quality

Is the content well written, useful, and engaging? Give the content a quality rating (High, Medium, or Low). Note any glaringly bad copy or bits of treasure.

Usage

How much is the content being used? Record views or any other metrics you can gather.

Feedback

Is there any feedback on this content? Record Yes or No. Copy in any compliments or complaints from customers, or issues the content causes for your frontline staff.

Accuracy

Is the content accurate? Record Yes or No (note what isn't accurate).

Freshness

Is the content up to date? Record Yes or No (note what needs updating).

Place

Is the content in the right place? Record as Yes, No, or Unsure (flag for looking at more closely later).

Owner(s)

Who has a say about this content? Record the owners, their areas of expertise, and contact details.

Amount

How much written content is on the page? Record the word count.

Type

Which types of content are on the page? Record content types like Text, Images, Video, Tools, Calculators, Resources, Sign-ups, Promo pieces, Call-to-action buttons, and so on.

Your ideas…

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