
Content Audits

WEBSITE CONTENT AUDIT

Novice = 1

Competent = 2

Expert = 3

Informational design —		
Metric	Notes	Score
Blog summary page		
Categories		
Category coverage		
Diversity		
Production rate		

Articles —		
Metric	Notes	Score
Authority/authorship		
Voice/tone		
General quality		

Hire a Writer

Businesses Connective

SEO formatting		
UX		
Links		
CTAs		
Subject coverage/density		

Content Culture/Distribution —		
Metric	Notes	Score
Repurposing plan		
Staff/team involvement		
SME contribution		

Performance —		
Metric	Notes	Score
Content performance tracking		
Ongoing optimization		