

Content Audits

Why Conduct an Audit?

- Helps to determine the scope of a content strategy project
- Tells you what you have and how it's structured
- Provides a base of reference during content development

Three Primary Steps

- Quantitative Inventory
- Quantitative Audit
- Qualitative Audit

Content Audit Process

- Identify website page metadata through either a manual or automated process.
- Parse and process the data to separate content types. (web pages, images, documents, CSS style sheets and others.)
- Determine the structure of the website through analysis of the HTML formatted page metadata.

Content Audit Process

- Gather statistics about the structure and volume of content on the website.
- Identify and analyze the sections of the website that contain content that is relevant to the prospective audiences.
- Examine the HTML formatted pages, that contain content that is relevant to the prospective audiences.

How to Inventory

- Manually
 - Copy and paste URIs into a spreadsheet
- Automated
 - Use a spidering tool

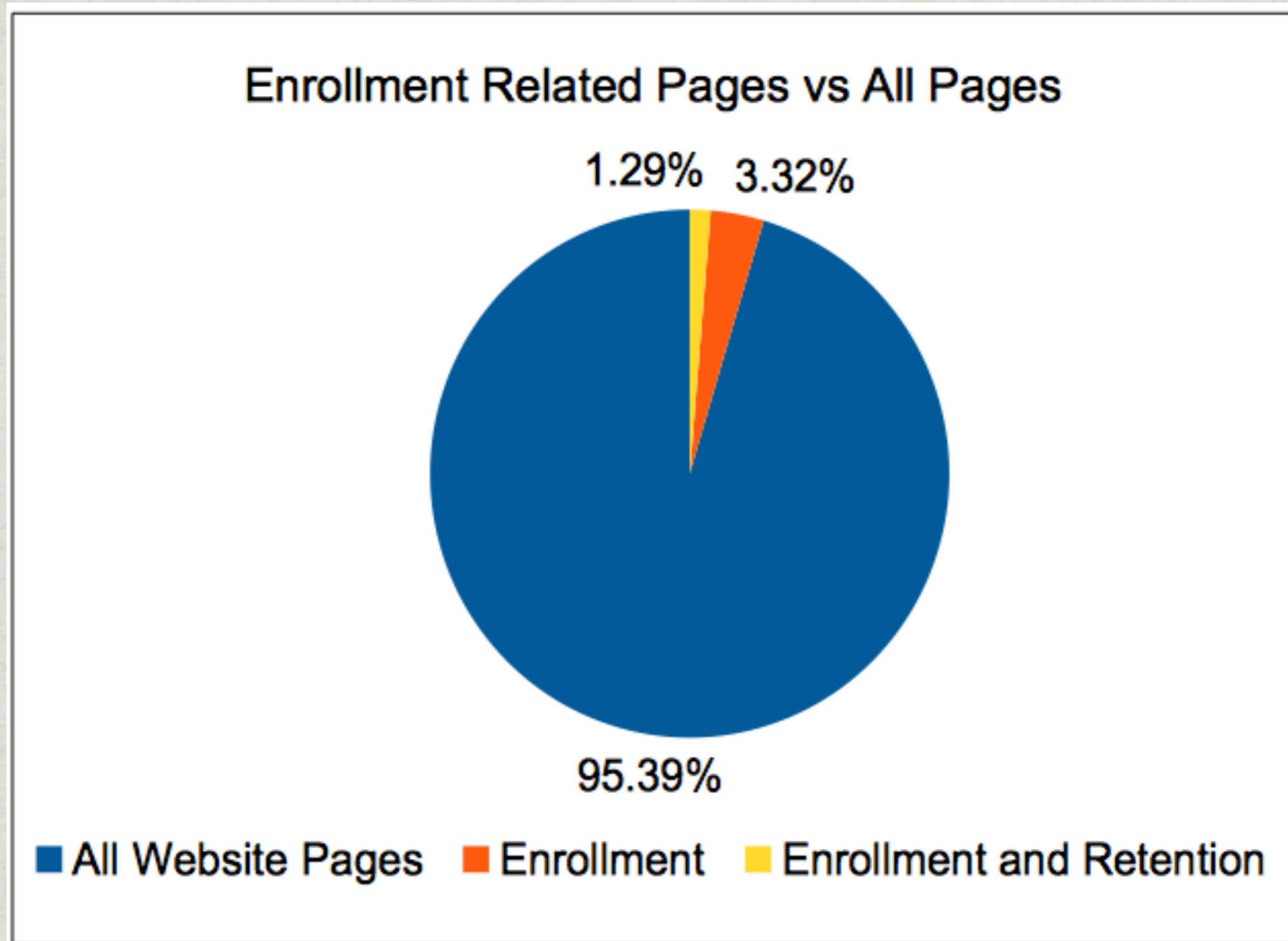
Quantitative Data

- Uniform Resource IdentifierURI.
- File Content Type; i.e. text/html, jpeg/image, etc.
- Content of the HTML <title> tag.
- Content of the <meta> description tag in the <head>.
- Content of the <meta> keywords tag in the <head>.
- Content of the <h1> HTML heading tag.
- Size of the page in bytes (divide by 1024 to convert to kilobytes)

Quantitative Data

- Word count inside the HTML `<body>` tag.
- Page depth or number of 'clicks' away from the start page.
- Number of internal inlinks to the URI.
- Number of internal outlinks from the URI.
- Number of external outlinks from the URI.
- Last-Modified Date

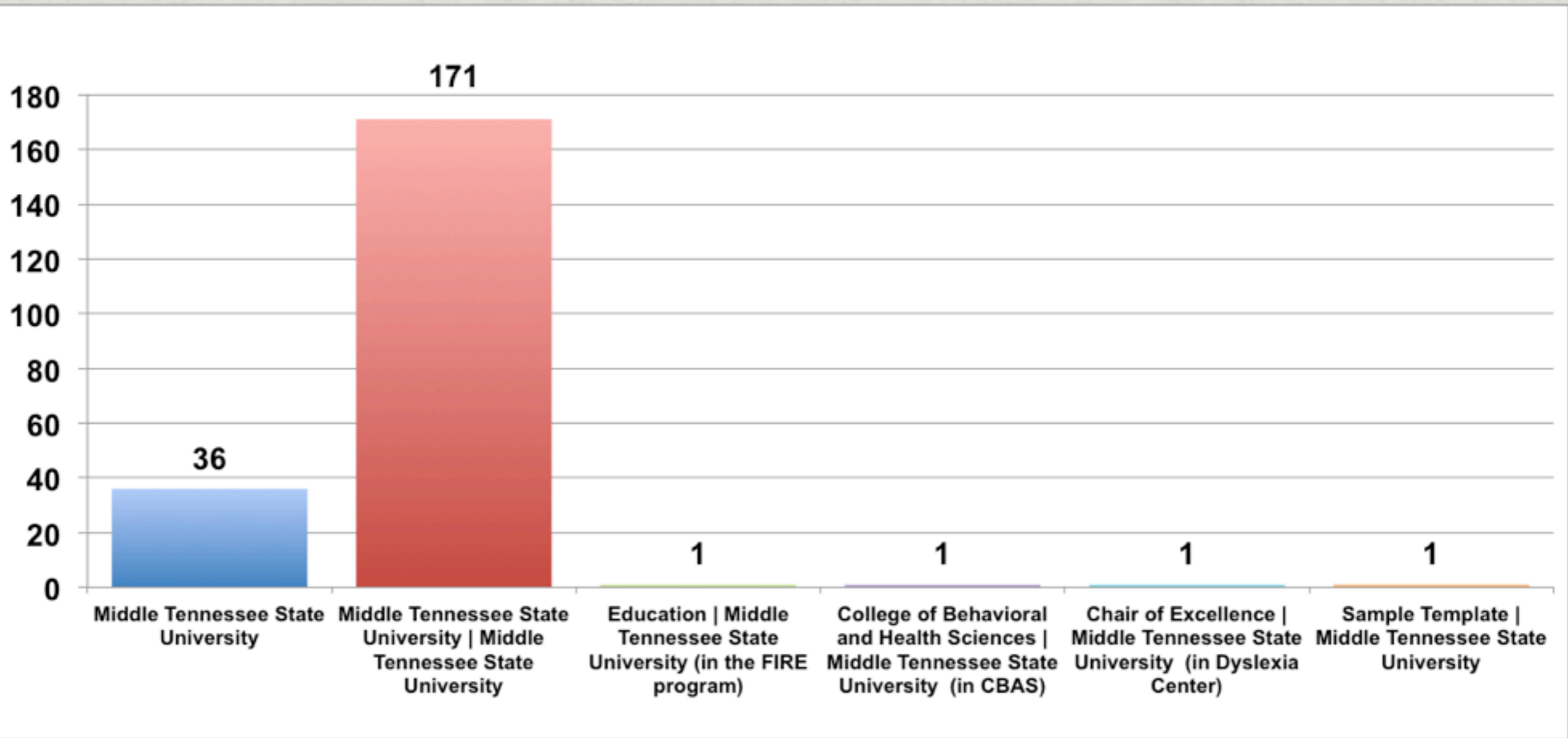
Quantitative Data Example



Qualitative Factors

- Usability and Accessibility
- Knowledge Level Required
- Findability / Navigation
- Actionability
- Audience
- Accuracy

Qualitative Data Example



Questions?