

Content Audit Cheat Sheet

Suggestions for the structuring and evaluation of content

For more and related information see book »Multiscreen UX Design«



Parameters for an Excel-List:

- Page title (Meta title)
- URL
- File type
- File size
- Date of last update
- Author
- Keywords
- Description
- Category
- Template / layout type
- Screenshot
- List(s) of all images, videos, audio files, documents on each page
- List of links into and out of each page
- Page impressions / validation / rating of quality and utility of the content (per se)
- Alternative content
- Notes

- _____

- _____

Validation by:

- Content (remains, inapplicable, revision)
- Structure (ok, unusable, addition advisable)
- Technique (works, does not work)
- Presentation (responsive, alternative element for »mobile« necessary, has to be completely remade)
- Interaction (navigatable, not navigatable, optimize)

- _____

Note: Ahava Leibtag created a helpful step-by-step checklist to create valuable content: http://contentmarketinginstitute.com/wp-content/uploads/2011/04/leibtag_content_checklist.pdf +++++ Another helpful checklist is available via: <https://www.content-insight.com/resources/content-inventory-and-audit-articles/template-content-inventory-and-audit/>