

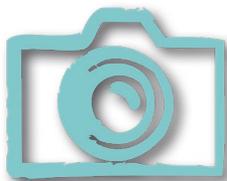
Content Audit Cheat Sheet

IDENTIFY MISSED OPPORTUNITIES

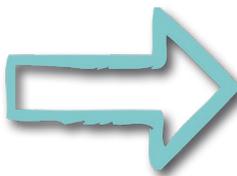
Optimize Your Content

Overtake the Competition in the Search Engine Results.

Want to improve underperforming content to capture better SERP results, acquire new readers and ultimately conversions? The first step is to perform a site audit to help you identify what content is performing well and which pieces of content your audience finds most useful.



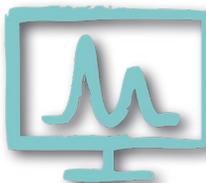
ORIGINAL PHOTOGRAPHY



INFOGRAPHICS



ENGAGEMENT: COMMENTS / SOCIAL SHARING



VIDEO CONTENT

1

INVENTORY YOUR CONTENT.

Include information on your focus keywords, descriptions and identify the need you are attempting to fill. Keep this chart up-to-date as you produce new content for a quick snapshot of your progress that you can reference any time.

2

EVALUATE YOUR CONTENT'S TECHNICAL VALUE.

Assess the structure, organization and quality of your content with these questions:

- Is it constructed around relevant keywords with search volume?
- Does it lead the reader to other relevant content within your site?
- Does it contain a useful call-to-action?
- Does it use proper grammar and spelling?

3

EVALUATE YOUR CONTENT'S VALUE TO THE READER.

Put yourself in your customer's shoes by asking these questions about your content:

- Does it answer a need?
- Does it solve a problem?
- Does it inform, inspire, or convert your customer?

4

ANALYSE YOUR CONTENT.

Use Google Analytics to learn from your customer. GA can show you what pages are most commonly visited, how long people stay, what channel they arrived from, and where they go next. Compare top-performing content with your worst-performing content. Can you identify the reasons one page performs better than another?

5

LOOK AT YOUR COMPETITORS.

Using keywords that you've identified your customers use, perform searches in order to see which competitors are taking the space you want to fill. Next, review the competitors with the goal of producing content that Google will favour over theirs. Look for ways to produce content that provides more value than theirs.

Elements of Good Content

DIGITAL CHECKLISTS

CONTENT SEO ELEMENTS

	<i>Focus keywords that are based on terms searchers are using in Google.</i>
	<i>Page titles that reflect the content on the page and are compelling to the reader.</i>
	<i>Meta descriptions that describe the value of the page to the reader.</i>
	<i>Use of keywords in H1's and alt tags.</i>
	<i>Use of focus keyword in first sentence of the first paragraph.</i>

CONTENT STRUCTURE ELEMENTS

	<i>Uses logical navigation.</i>
	<i>Information is siloed appropriately.</i>
	<i>Contains internal and external links.</i>
	<i>User is aware of the page they are on and know where to go next.</i>

CONTENT QUALITY ELEMENTS

	<i>Minimum 400-600 words.</i>
	<i>Clear value proposition.</i>
	<i>Informative, compelling to the reader.</i>
	<i>Pyramid-style writing with most important information 'above the fold'.</i>
	<i>Well-researched with links to references.</i>
	<i>Clear call-to-action.</i>
	<i>Good spelling and grammar.</i>

CONTENT DESIGN ELEMENTS

	<i>Predictable layout and cohesive design throughout.</i>
	<i>Use of images, charts, bullets, and illustrations.</i>
	<i>Scannable text that's easy to read.</i>