Content Audit Checklist

This checklist will help you evaluate the health of your website content across various categories. By checking these boxes, you can identify areas for improvement and ensure your content is up-to-date, engaging, and optimized for search engines.

Content Category: [**Insert Category Here**] (e.g., Blog Posts, Landing Pages, Product Descriptions)

URL: [**Insert URL Here**]

Content Accuracy & Quality

- Is the content up-to-date and accurate? []
- Is the content clear, concise, and easy to understand? []
- Does the content provide value to the target audience? []
- Is the content free of grammatical errors and typos? []

SEO Optimization

- Is the title tag relevant and keyword-rich? []
- Does the meta description accurately reflect the content and include relevant keywords? []
- Are there relevant keywords included throughout the content in a natural way? []
- Are there internal links to other relevant pages on your website? []
- Are there appropriate header tags (H1, H2, H3) used to structure the content? []
- Are high-quality images included with alt text descriptions? []

Technical Health

- Are there any broken links within the content? []
- Are all images loading properly? []
- Is the mobile responsiveness of the content optimal? []
- Is the page loading speed acceptable? []

Additional Considerations

- Are there any visuals that need updating (e.g., outdated screenshots, infographics)? []
- Can the content be improved by adding multimedia elements (e.g., videos, podcasts)? []
- Does the content align with your current brand voice and messaging? []
- Is a call to action (CTA) included to encourage user engagement? []

Next Steps

- Based on your evaluation, what actions will you take to improve this content piece? []
- Does this content need to be updated, refreshed, or archived? []

Notes:

[**Use this section to record any specific observations or action items related to this content piece.**]