# Online Content Audit Worksheet

*Thanks to Courtney Reyers for sharing the original inspiration for this document.*

**Define Your Digital Strategy Statement:** Your digital strategy statement should be clear, concise and adaptable. While specific tasks and how you accomplish your goals might shift, your content strategy should answer the basic question of what your content will achieve.

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**Have A Backup:** Before you start hacking away at your website content, make sure you have a backup of your archive. While it may not make sense to have on your website, for example, a copy of every newsletter your organization has ever sent, it might be a good idea to store that elsewhere for any member or staff member who needs to refer to something later.

**Set Some Standards:** Take a holistic view of your metrics and consider what good performance is for your site. Your goals are to:

a. Create a simple metric for good performance as a baseline for your entire website, e.g. X number of unique visitors per X timeframe. Avoid the temptation to overcomplicate this standard number.

b. Develop a reasonable timeframe for when your content will age out. This will be different for each organization. An association for medical professionals, for example, may have a shorter window of acceptability than a social organization because of changing practices and standards.

**Audit Your Online Content:** Ready to tackle your website? Here goes. With your strategy in hand, begin examining every page, and don't be afraid to start cutting. If you don't clean your room, neither you nor any visitors will know what you've actually got in it. Decide whether to keep each page by addressing these guiding questions:

1. Does the content match your digital strategy statement?
   a. Yes, with revisions? Revise and keep.
   b. Yes? Leave as-is.
   c. No? Delete the content.

2. Does the content serve a target audience?
   a. Yes, with revisions? Revise and keep.
   b. Yes? Leave as-is.
   c. No? Delete the content.

3. Does this piece of content match the standard you set for good performance?
   a. Yes? Leave as-is.

4. Is this content posted more than once?
   a. Yes? Re-write or consolidate posts, then delete repeating content.

5. Is this content older than the standard timeframe you created?
   a. Yes? Update or delete.

6. Does this piece of content pertain to an active or recurring program or initiative?
   a. Yes? Leave as is.
   b. No? Delete.

7. Does this content meet your style guide standards?
   a. Yes? Leave as is.
   b. No? Update or rewrite.

8. 8. Does this content have a clear call to action?
   a. Yes? If still relevant, leave as is.
   b. No? Address whether one is appropriate and add.