

## Content Audit Checklist Template

Use this checklist to review and improve your content to ensure it's useful, engaging, and meets your goals.

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### 1. Identify Your Content

- ☐ Make a list of all your content (blogs, videos, social media posts, etc.).
  - ☐ Group content by type (e.g., blogs, videos, eBooks).
  - ☐ Note the publish dates to see what might be outdated.
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### 2. Check Relevance

- ☐ Is the content still useful to your audience?
  - ☐ Does it match your audience's needs or questions?
  - ☐ Remove or update content that's no longer relevant.
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### 3. Review Content Quality

- ☐ Is the content well-written and free of errors?
  - ☐ Are the facts accurate and up-to-date?
  - ☐ Does it provide value (educate, inspire, solve a problem)?
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### 4. Optimize for SEO

- ☐ Are target keywords included naturally in the text?
  - ☐ Is the title catchy and optimized with keywords?
  - ☐ Do images have alt text?
  - ☐ Are meta descriptions clear and engaging?
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### 5. Analyze Performance

- ☐ What are the views, likes, or shares?
- ☐ Which pages have high bounce rates?
- ☐ Identify content with the best engagement and find patterns.

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## 6. Improve Structure and Design

- ☐ Is the content easy to skim (use headings, bullets, and short paragraphs)?
  - ☐ Are there clear calls-to-action (CTAs)?
  - ☐ Do images or videos support the message?
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## 7. Check Links

- ☐ Are all links working?
  - ☐ Do the links point to trusted, helpful sources?
  - ☐ Update any broken or outdated links.
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## 8. Update and Refresh

- ☐ Add new data, examples, or insights to old content.
  - ☐ Improve visuals or add newer, high-quality images.
  - ☐ Make sure the tone and style match your brand.
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## 9. Repurpose High-Performing Content

- ☐ Can a blog be turned into a video or infographic?
  - ☐ Can you update and reshare it on social media?
  - ☐ Turn multiple related pieces into a guide or eBook.
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## 10. Plan Next Steps

- ☐ Make a list of content to keep, update, or delete.
  - ☐ Schedule updates or redesigns in your content calendar.
  - ☐ Track changes to see how improvements affect performance.
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This simple checklist will help you organize, improve, and get the most out of your content!