



How to Access Your Content Audit Template

1. Click on [this link](#).
2. Click "make a copy."
3. Rename the spreadsheet template and use however you'd like!

How to Use Your Content Audit Template

1. Pull a report of all your content, including your blog posts, case studies, etc.
2. Input your content into the template and fill out the following columns:
 - Title: What is the title of the page?
 - Campaign: What is the content offer/campaign associated with the content?
 - Page Type: What is the type of page?
 - Content Type: What kind of content is on the page?
 - KPI #1: What is the primary metric you're looking at for each piece of content?
 - KPI #2: What is the secondary metric you're looking at for each piece of content?
 - KPI #3: What is the tertiary metric you're looking at for each piece of content?
 - Score: On a scale of A to F, how would you rate the quality and relevance of the content?
 - Action Required: What is the next step for this piece of content?
 - Keep*: Leave the content as is.
 - Optimize*: Make updates for SEO and UX purposes.
 - Redirect*: Create a URL redirect to a similar piece of your content that is better quality.
 - Hist. Opt.*: Do a full update to the content (adding H2s, updating data, etc.) and republish it as new.
 - Archive*: Remove from your site.
 - Notes: What else should you and your team know about the content?
3. Use your KPIs to sort based on your immediate goals. For example, if you want to look at low converting pages, sort by lowest conversion rate, then take notes on how to improve the content to boost lead generation for that piece of content.
4. Prioritize what content to take action on, based upon your scores, the action required column, and the notes on the content.