Content Audit Checklist

Boldist.

Need a refresher on how to conduct the steps below?
Refer back to the full guide any time.

- ☐ **1.** Define your goals.

- ☐ **2.** Write down your questions.

- ☐ **3.** Choose relevant KPIs (with date range).

- ☐ **4.** Choose your auditing tools and sources.

- ☐ **5.** Build your spreadsheet.

- ☐ **6.** Add a sheet tab with viewer/editor directions.

- ☐ **7.** Identify which content to audit (if not all of it).

- ☐ **8.** Collect your inventory.

- ☐ **9.** Organize your inventory.

- ☐ **10.** Collect your data and fill out your sheet.

- ☐ **11.** Decide what to keep, update, merge, and delete.

- ☐ **12.** Take future-facing notes and answer your questions.

- ☐ **13.** Identify action items to achieve your goals.

- ☐ **14.** Rank priority of content updates and projects.

- ☐ **15.** Create a plan for each update/project, and schedule it.

- ☐ **16.** Revisit and update your audit in 6 months to a year.