



KANOPI STUDIOS

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# How To Do an Effective Content Audit

UCSF Summer Series | September 2020



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Kanopi takes care of the whole website lifecycle for clients that want to make a positive impact.



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# UCSF Summer Series

<https://info.kanopistudios.com/ucsf-summer-web-series>



## **Eight Wednesdays:**

- ~~— June 24: Managing Multiple Editors~~
- ~~— July 8: Plan Your Site with User Stories~~
- ~~— July 22: How a Website's UX Impacts a Brand~~
- ~~— Aug 5: Don't Panic! Drupal 7 Still Has life!~~
- ~~— Aug 19: How to Write Inclusive Content~~
- Sept 2: How to Do an Effective Content Audit
- Sept 16: Website Terms and Definitions
- Sept 30: Reorganize Navigation for Success

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# Agenda



Why Audit Your Content?

Start with Your Users

Keeping it Organized

Defining Next Steps

Q & A



# Why Audit Your Content?

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# What is a Content Audit?

A content audit is the opportunity to look at your content, through the eyes of your personas, to determine if that content has value to your user.

For each piece of content you will determine if you:

- Keep it
- Delete it, or
- Repurpose it.

Lee Odden

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**“Content is the reason search  
began in the first place.”**

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**51% of companies say updating old content has proven the most efficient tactic implemented.**

**- SEMrush**







# Start with Your Users

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# Know Your Personas

1. **Why** are they on your site?
2. **How** did they get there?
3. What are their **pain points**?
4. Who **influences** them?
5. What does success look like **to them**?

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# Lean Into Your Data



## **Analytics**

See where users are coming into your site, what pages they are on and how long they stay. Use geographic and technology information to understand your users journey.

## **Video Analytics**

YouTube and Vimeo are just a few of the video services that provide analytics to shape your user data.

## **Other Tools**

Tools such as [Moz](#), [SEMRush](#) and those like them offer tools to show how your site ranks in comparison to others in your space.

Heat mapping and polls by [HotJar](#) allow your team to see where users are looking and clicking as well as ask them questions about the user experience.



# Keeping it Organized

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# Where to begin?

- 1. Identify Scope:**  
Start by using Google Analytics, select the top 10-20 pages and do an in-depth dive into the content of those pages. Try to also look at landing pages that offer importance.  
*Remember: you can always do more but start simple.*
- 2. Create a Spreadsheet:**  
Create a spreadsheet that will have allow you to take notes including: to whom you are speaking to, what words you are using and the CTA.
- 3. Keep, Delete, Repurpose:**  
If it's doing what it needs to: keep that content!  
If it's out of date or inaccurate: remove it.  
If it's stale but has value: rework it into something new!



# Ideas on How to Repurpose

**1****Article**

Is the information good but just out of date? Go ahead and right an updated blog post about the topic to show your users you're paying attention.

**2****Video**

Sometimes content is great but you're tired of directing the same people to the same content. Make it new with video! Don't forget to caption it.

**3****Interview**

Regardless the medium, sometimes hearing about an older topic from a trusted source helps breath new life into the topic.

**4****Social**

Sometimes you don't need to rework it, sometimes you just need new eyes on your content. Start an engaging social media conversation and get users talking.



# Defining Next Steps



1

### Personas

Update your personas to look at your content through the right lens.

2

### Analyse

Take your content in chunks and work your way down the list.



3

### Take Action

You've done the hard part! Just work through the list of content to remove or rework.

4

### Make a Plan

Set time aside every quarter to look through underperforming content to make this easier in the long run.

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**Good content strategy  
starts with a user and  
ends with them being the  
hero of their own story.**

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**Questions?**

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## Want more help?

Questions? Comments?  
Reach out to us anytime.



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**BOOK A MEETING**

[bit.ly/meet-kanopi](https://bit.ly/meet-kanopi)

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# Resources

- [Moz](#)
- [SEMRush](#)
- [HotJar](#)
- [Content Audit Template](#)
- [Disability Statistics](#)