

YOUR GUIDE

• TO •

NAVIGATING A

-CONTENT AUDIT-



START

CLEAR DIRECTION ON PROJECT GOALS

SUPPORTIVE STAKEHOLDERS

WELL-DEFINED CRITERIA

STAKEHOLDERS WHO HIJACK THE PROCESS

CLEAR CONTENT SCOPE

NO BACKTRACKING

SITES THAT AREN'T LOCKED DOWN

METRICS INFO READILY AVAILABLE

FINISH

CONTENT

COMPLETE ASSET INVENTORY

MISSING CONTENT IDENTIFIED

MISSING CONTENT IDENTIFIED

USER EXPERIENCE INSIGHTS

USER EXPERIENCE INSIGHTS

OUTDATED CONTENT REMOVED

OUTDATED CONTENT REMOVED

NOT TO SCALE
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