



Content Audit

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What is a Content Audit?

A content audit for the purpose of SEO includes a full inventory of all indexable content on a domain, which is then analyzed using performance metrics from a variety of sources to determine which content to keep as-is, which to improve, and which to remove or consolidate.

(source: <https://moz.com/blog/content-audit>)

Why Do a Content Audit?

- Results
 - Increase traffic
 - Improve user experience
 - Better conversion rates
- Benefits
 - Clean up or delete old post
 - Identify leaks in your site
 - Identify striking distance opportunities
 - Prioritize content for enhancement
 - Identify keyword gaps
 - Identify what's wrong with any given page

Steps to Perform a Content Audit

1. Collect data
2. Organize data
3. Analyze data
4. Prioritize pages
5. Take Action
6. Track and repeat

Content Audit Tools

- Google Analytics
 - <https://www.google.com/analytics/web>
- Google Search Console
 - <https://www.google.com/webmasters/tools/home>
- Excel or Google Sheets
 - <https://docs.google.com/spreadsheets/u/0>
- URL Profiler (14 day free trial)
 - <https://turnerwebservices.com/urlprofiler> (affiliate)
 - <http://urlprofiler.com> (non affiliate)

Collect Data

- Use URL Profiler to collect:
 - Google Analytics (90 days of data)
 - Google Search Console (90 days of data)
 - Mobile Friendly
 - Mobile PageSpeed
 - Desktop PageSpeed
 - Readability
 - Majestic (optional)
 - Social Shares (optional)
 - Duplicate Content (optional)

The screenshot shows the URL Profiler settings interface. The interface is divided into several sections: Domain Level Data, URL Level Data, Google, Content Analysis, and Link Analysis. The URL List section on the right is currently empty. Annotations highlight specific settings: blue boxes around 'Majestic (Free)' and 'Social Shares' in the URL Level Data section, and pink boxes around 'Readability', 'Duplicate Content', 'Google Analytics', 'Mobile Friendly', 'Mobile PageSpeed', 'Desktop PageSpeed', and 'Google Indexation' in the Google and Content Analysis sections. A blue arrow points to the 'Social Shares' checkbox with the text 'Optional in Blue', and a pink arrow points to the 'Google Indexation' checkbox with the text 'Required in Pink'. The 'Run Profiler' button is located at the bottom right.

Settings Accounts User Guide Knowledge Base Serial Number Deactivate License

Domain Level Data

- Majestic (Free)
- Moz
- Ahrefs
- SEMrush Rank
- Alexa Data
- Social Shares
- Social Accounts
- Email Addresses
- Whois Emails
- Whois Information
- Site Types
- IP Address
- Bing Outbound Links
- Malware Check
- Google Indexation
- Wayback Machine

URL Level Data

- Majestic (Free)
- Moz
- Ahrefs
- HTTP Status
- Robots Access
- Screen Capture
- Social Accounts
- Social Shares
- Email Addresses

Google

- Google Analytics
- Mobile Friendly
- Search Analytics
- Mobile PageSpeed
- Google Indexation
- Desktop PageSpeed

Content Analysis

- Readability
- Duplicate Content
- uClassify
- Copyscape
- Custom Scraper
- CSS Selector:

Link Analysis

Domain to Check:

URL List

URL

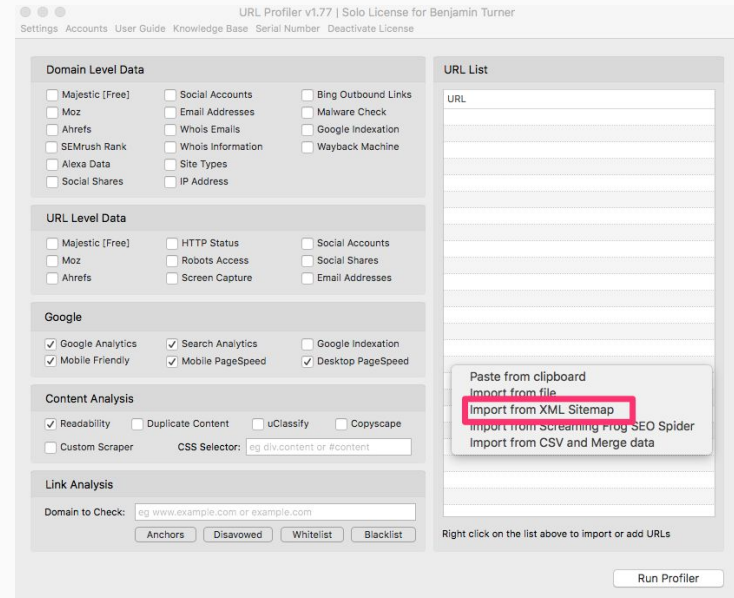
Right click on the list above to import or add URLs

Optional in Blue

Required in Pink

Collect Data

- Use your sitemap to pull in your web pages.



Organize Data

- Delete unused columns
- Delete extra rows
- Import extra columns from spreadsheet (link provided)

Analyze Data

- Tag each page for action
 - Speed
 - Copy
 - Image Alt Text
 - Page Titles & Meta Description
 - Call to action
- Put each page into 1 of 4 categories
 - Delete
 - Improve
 - Combine
 - Leave alone

Analyze Data

- Google Analytics
 - URL found
 - Time on page
 - Exit and bounce rates
- Google Search Console (Search Analytics)
 - Total impressions
 - Keyword level impressions
 - Click through rates
 - Keyword duplication

Analyze Data

- Readability
 - Sentiment
 - Reading level
- PageSpeed
 - Mobile
 - Desktop
- Mobile Friendly
 - Pass or fail

Prioritize Pages

- Sort by Total Impressions
 - Indicates Google love
 - Topic of page & keyword aligned with your brand?
 - Position for target keywords
- Reorder based on target priority
 - Target keywords

Take action

- Speed
- Copy
- Image Alt Text
- Page Titles & Meta Description
- Call to action

Track and Repeat

Repeat every 3 - 6 months

Setup conversion tracking