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# Content Audit Template

**Use this template to identify what your content (and your competitors' content) currently looks like, what's missing, and how you can improve.**

For detailed instructions, see our [Guide to Complete a Content Audit](#).

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## Step 1

# Gather Content

**Whether you're auditing your own content or your competitors' content, you will be looking at a variety of content from five main categories.**

### 1. Brand

Content about a company specifically (not its product), such as its Brand Heart (aka purpose, vision, mission, values), events, news, etc. Some of this content may be internal-facing only; some may be external.

### 2. Editorial

Content meant to educate, entertain, inspire, or demonstrate brand expertise or thought leadership, such as articles, guest posts, infographics, blogs, industry-related content, etc.

### 3. Product

Informational content related to products or services, such as sales materials, demos, explainer videos, or educational content.

### 4. Performance

Tactical content used to drive a specific KPI, such as landing pages, CTAs, PPC, etc.

### 5. Talent

Content about a company's employer brand, culture, etc.

### To audit your own content...

Grab 5-10 pieces of successful content from each category. (Use your analytics to identify successful pieces from the last one or two years.)

### To audit your competitors' content...

Decide which categories you want to audit, depending on your content strategy. You may select content from all categories or focus on specific ones (e.g., editorial content over talent content). Either way, gather 5-10 pieces of recent/successful content from preferred categories for your top 3 competitors. (You can audit more competitors, but this is a good place to start.)

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## Step 2

# Audit Your Content

Review content one category at a time, using these questions to document your collective observations.

Questions to Ask	Brand Content	Editorial Content	Product Content
What stage of the buyer journey is it made for?			
What persona does this content speak to?			
Does content come in a variety of formats?			
Does content reflect brand voice/personality/visual identity?			
Is there a clear CTA?			
What does the most successful content have in common?			
What channels are used to promote?			
Any notable observations (good, bad, or interesting)?			

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## Step 2

# Audit Your Content (Cont.)

Questions to Ask	Performance Content	Talent Content
What stage of the buyer journey is it made for?		
What persona does this content speak to?		
Does content come in a variety of formats?		
Does content reflect brand voice/personality/visual identity?		
Is there a clear CTA?		
What does the most successful content have in common?		
What channels are used to promote?		
Any notable observations (good, bad, or interesting)?		

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### Step 3

# Audit Your Competitors

Review your competitor content one category at a time, using these questions to document your collective observations.

Questions to Ask	Competitor 1	Competitor 2	Competitor 3
What stage of the buyer journey is it made for?			
What persona does this content speak to?			
Does content come in a variety of formats?			
Does content reflect brand voice/personality/visual identity?			
Is there a clear CTA?			
What does the most successful content have in common?			
What channels are used to promote?			
Any notable observations (good, bad, or interesting)?			

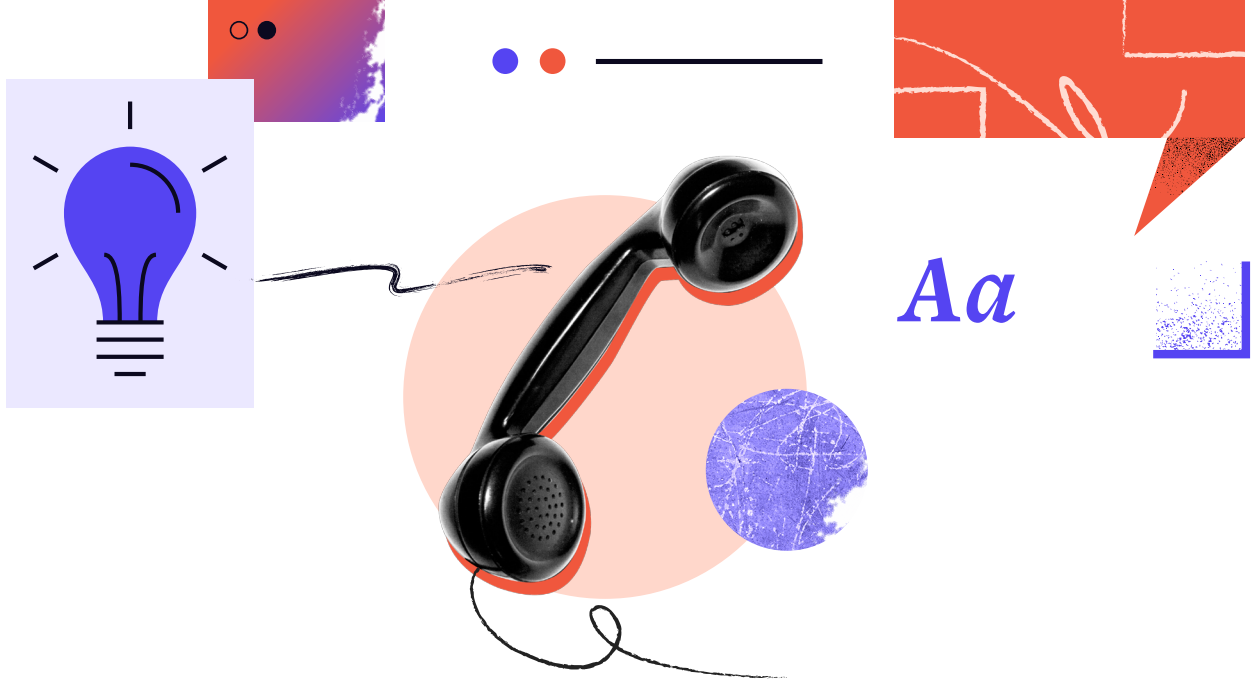
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## Step 4

# Key Takeaways

Based on your audit, identify your biggest opportunities for improvement in the following categories.

<b>Persona</b>	
<b>Buyer Journey</b>	
<b>Messaging</b>	
<b>Topics</b>	
<b>Formats</b>	
<b>Distribution</b>	
<b>Other</b>	



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on your content strategy.

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