



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](#).

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)? | | | |

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)? | | |

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)? | | | |

Step 4

Key Takeaways

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

| | |
|----------------------|--|
| Persona | |
| Buyer Journey | |
| Messaging | |
| Topics | |
| Formats | |
| Distribution | |
| Other | |