



# Content Strategy Audit Checklist

To revamp your company's content marketing strategy, you'll need to consider what content you've got, what's working, and what you need to attract, convince, and convert new customers. Follow these steps to start your DIY content marketing audit

## COLLECT YOUR CONTENT

- Gather all your content, including any:
  - Web content (about page, product pages, FAQs, pricing page, etc.)
  - Campaign landing pages
  - Email newsletters, series, one-offs, nurtures
  - Case studies & testimonials
  - Videos
  - Infographics
  - Webinars
  - Whitepapers/E-Brochures
  - Blog posts
  - Podcasts
  - Social media content
  - Content on 3rd-party sites

## REVIEW YOUR CONTENT'S PERFORMANCE

- Review your contents' performance metrics (KPIs), such as traffic, downloads, views, shares, lead generation, conversions/sales, etc.
- List your top 3-5 best performing pieces of content, i.e., which are driving the most conversions.
- List the top 3-5 best performing channels.



**Content is central to all of your marketing efforts. Treat it with the same care you give the design and delivery of any of your products or services.**

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## CONSIDER YOUR GOALS & AUDIENCES

- List your top 3-5 business goals.
- List your top 3-5 business challenges.
- Research and create personas for your target customers.
  - Describe your perfect customer
  - List the goals, pain points, tasks they need to get done that you can help with, questions they ask, and questions they don't ask but should.
- Define messaging for each of your key personas.
- Ensure a consistent tone and voice carries across all channels.
- Map out your customer journeys (as best you can, knowing it's not linear!) and note any gaps in content.

## CREATE & PROMOTE YOUR CONTENT

- Align your content with your customer journeys.
  - Identify or create content that addresses your potential customers at three buying stages—top (awareness), middle (consideration), and bottom (decision).
- Identify in which channels your content is distributed (e.g., website, social, email, partner website).
- Assess your content's design to be sure it's visually appealing.
- Create special content that can be used by your sales team.
- Consider breaking large content into smaller pieces.
- Take a popular piece and rework it in a different format (e.g., turn a successful webinar into a blog post or how-to guide).
- Create a content calendar.