

Improve Under-Performing Web Content with a Content Audit



Today's Presenter

David Sturtz

Directory of Product Strategy | Geonetric

David is the product lead for Blaze. He is passionate about connecting people with information through systems that support user experience design, information architecture, and content strategy. He holds a MS in library and information science, and a BA in graphic design.

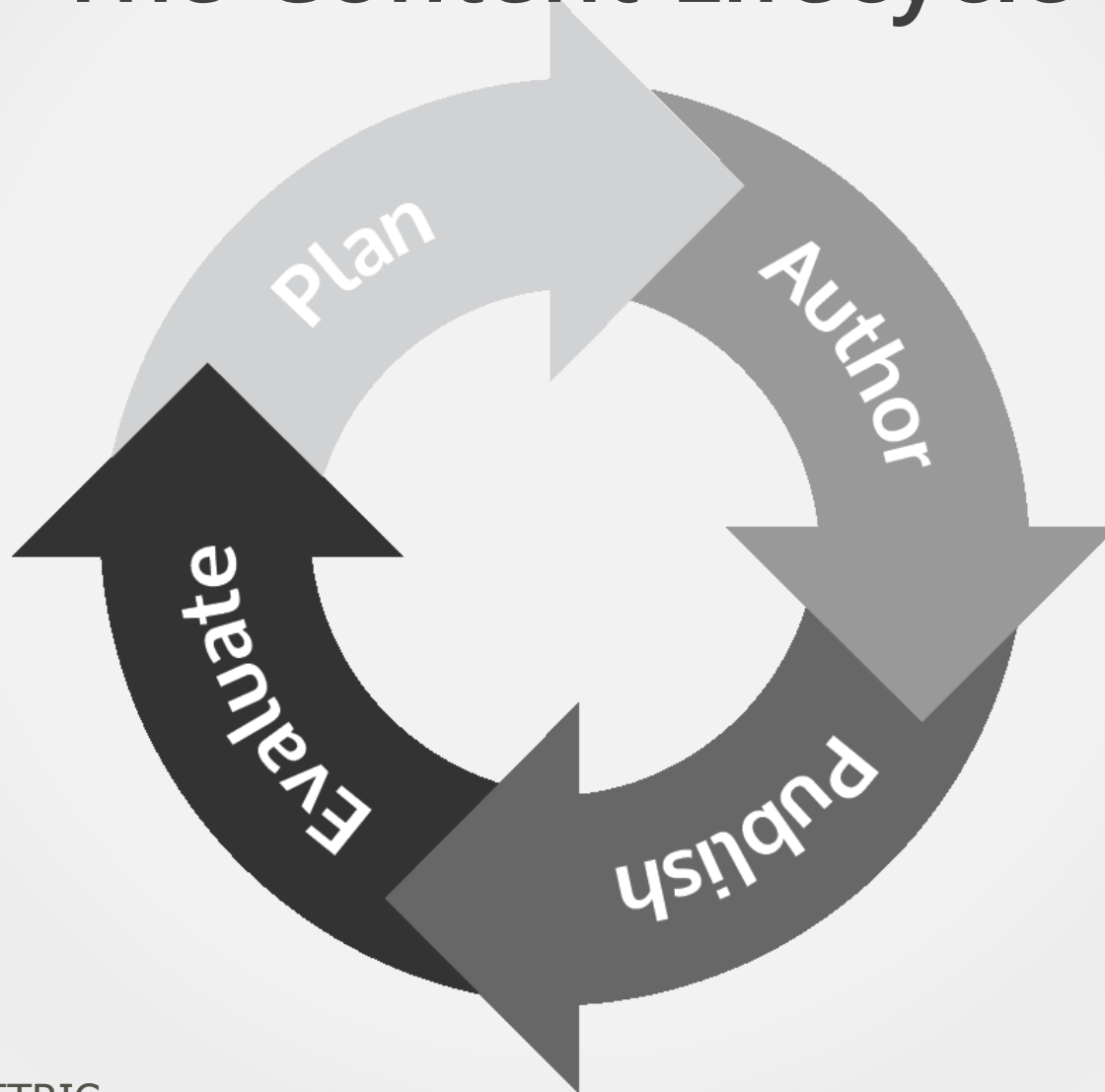
David tweets at **@sturtz**

Have You Ever...

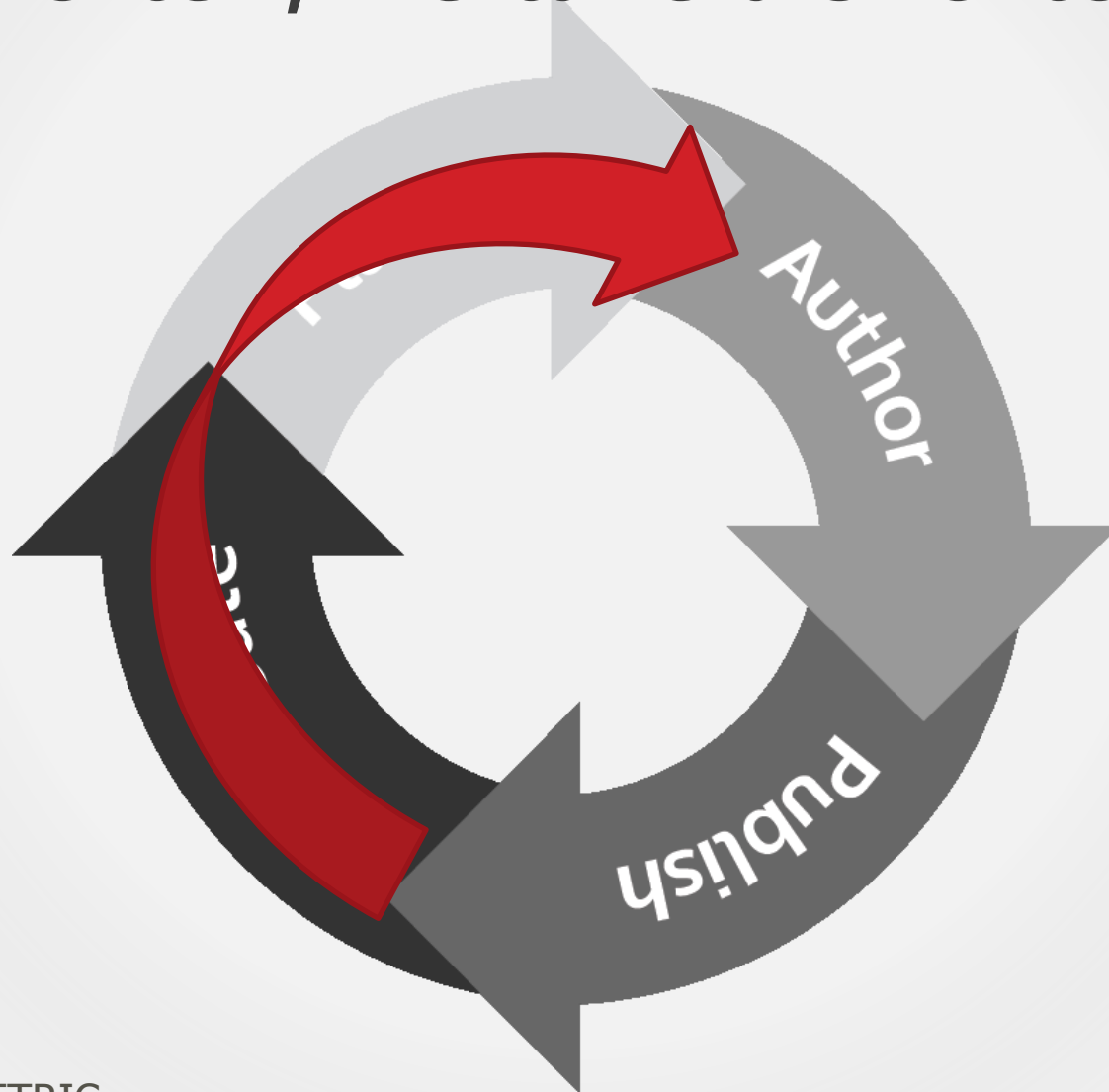
- Discovered new content (or entire websites) halfway through a project?
- Had difficulty defining what content was in/out of scope for a project, where to draw the line?
- Were afraid to look at some of the content on your site out of fear of what you might find?
- Debated whether you have too little or too much content?
- Spent more time developing content than anticipated?

How Does This Happen?

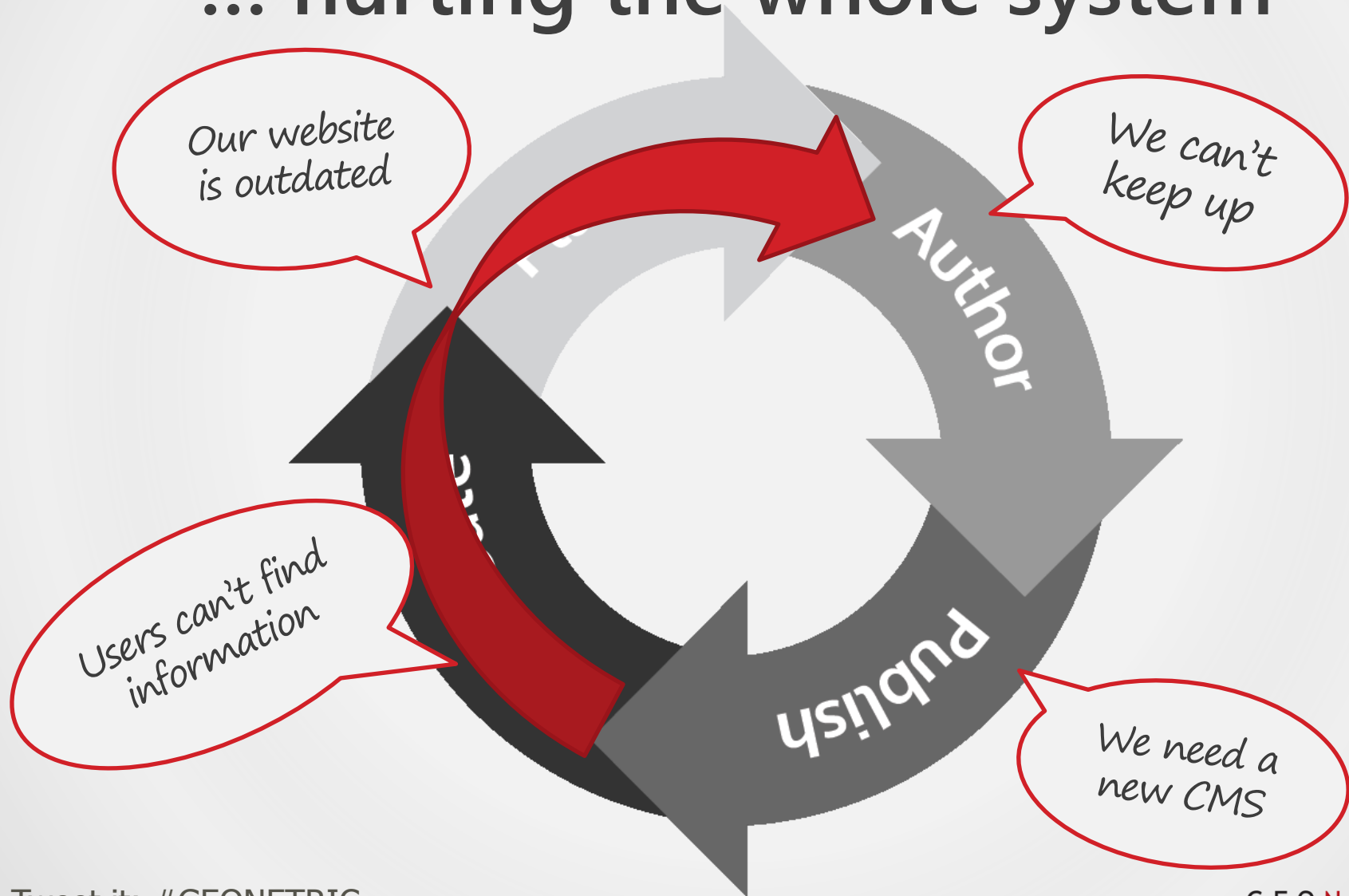
The Content Lifecycle



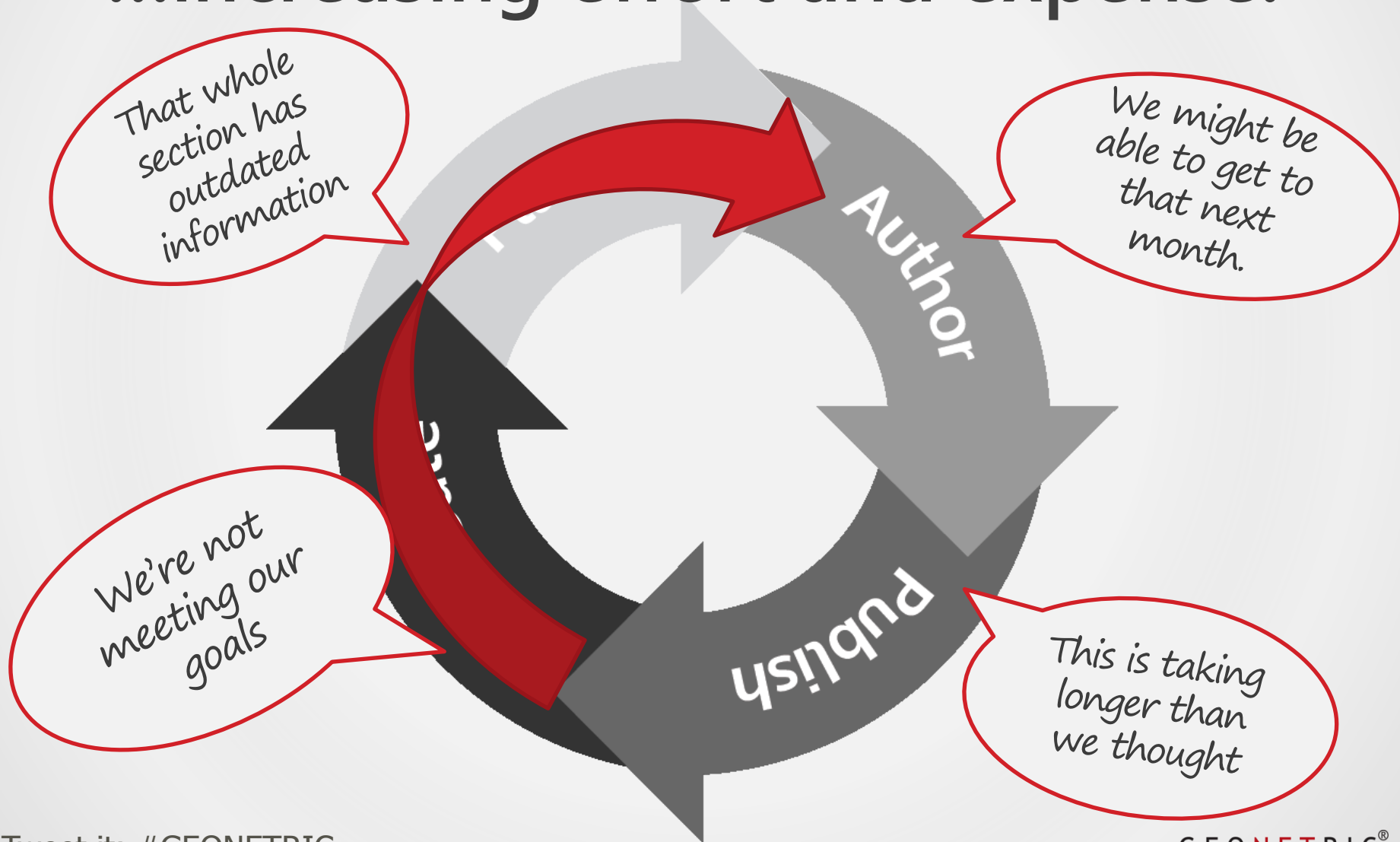
Too often, we take a shortcut...



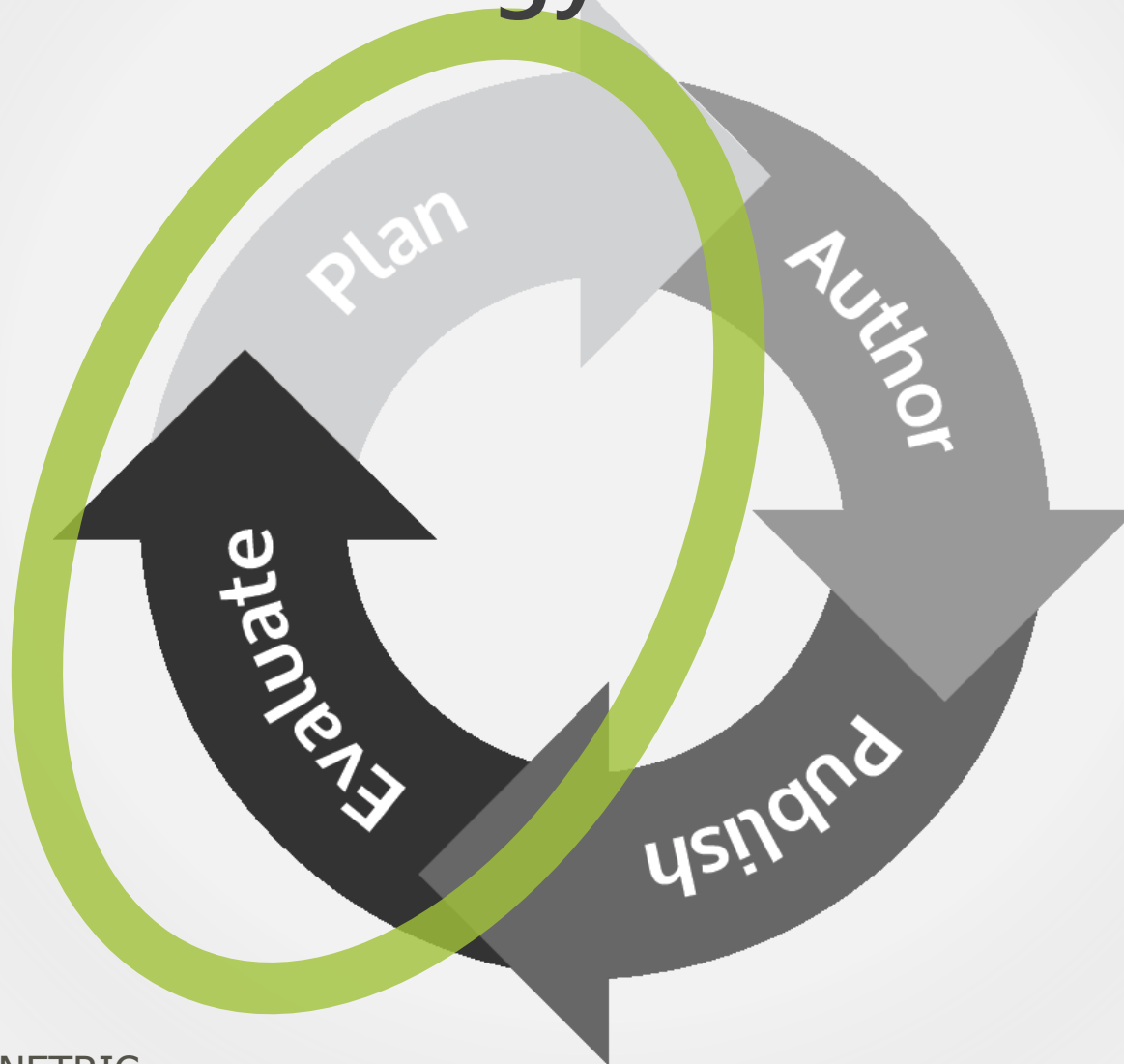
... hurting the whole system



...increasing effort and expense.



Content Strategy Closes the Loop



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Content Strategy Puts You in Control of Your Content

**A content audit
is the essential foundation
for a rock-solid content strategy.**

Content Audit Process

1. Plan



```
graph TD; A[1. Plan] --> B[2. Inventory]; B --> C[3. Audit]; C --> D[4. Decide];
```

2. Inventory

3. Audit

4. Decide

1. Plan

*"Begin [your content audit]
with the end in mind."
– Stephen Covey*

What Data Will We Need?

Outcome	URL	Topic	Format	Content Owner	Audience	Call to Action	Page Views	Etc. ...
Balance content	X	X	X		X		X	
Support new organizational goal	X	X	X		X	X		
Clean up outdated content	X			X			X	
Create new navigation/IA	X	X			X			

What 'Counts' as Content?

AUDIT ALL THE
THINGS!



Comprehensive Audit

When?

- Major overhaul, redesign, migration, rebrand, merger or acquisition

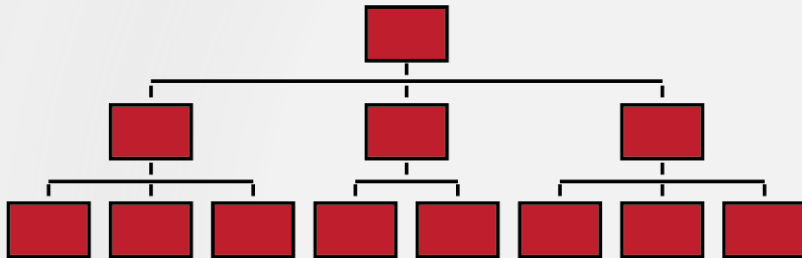
Why?

- Establish accurate scope and estimate of effort
- Reduce, reuse, recycle

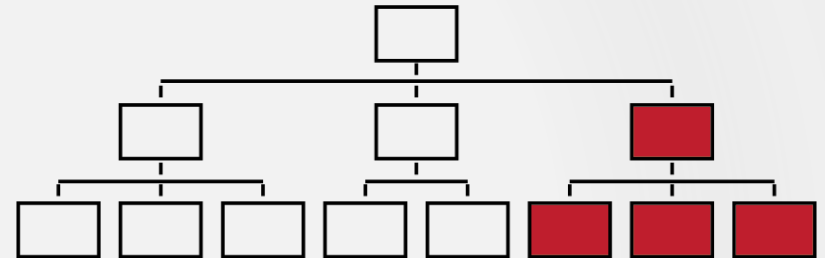
What?

- All the things

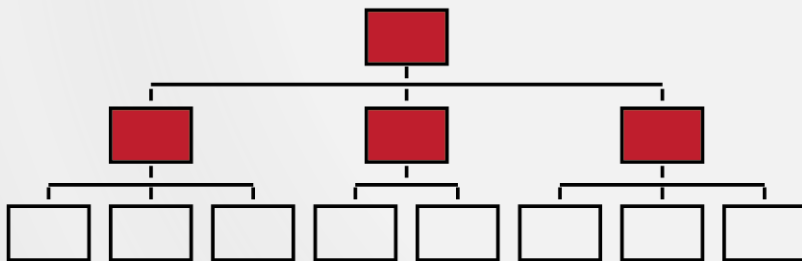
Scaling a Content Audit



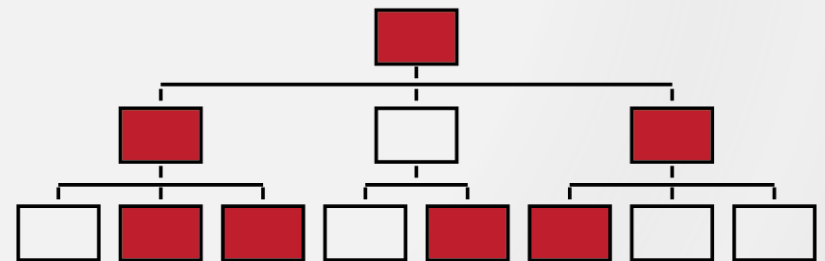
Comprehensive Audit



Focused Audit



Thin Slice / Survey



Sampling

Rolling Audit

When?

- All the time! (Weekly, monthly, quarterly)

Why?

- Improve governance, consistency, accuracy, voice and tone
- Prioritize review and revision

What?

- All the things (A little at a time)

2. Inventory

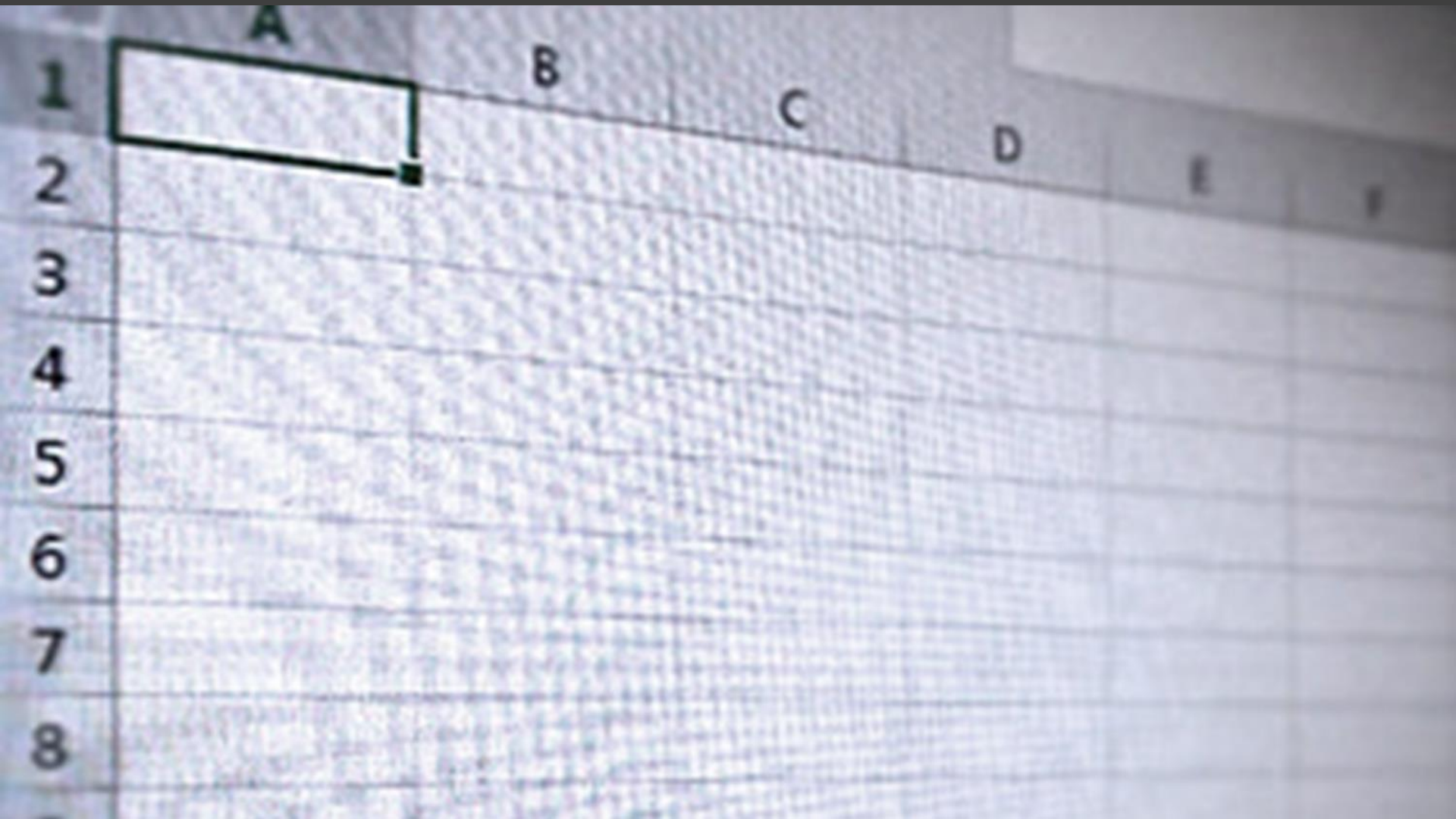
Content Inventory

Quantitative



URLs
Page Metadata
Format
Length
Web Analytics
Social Stats

Inventory Data Sources





Example.com: Crawl a Website

Add or update content by crawling links found on a website.

1. PROVIDE A PLACE TO START



Starting URL

2. FILTER THE URLS



Only URLs that contain



URLs must contain at least one item on this list.



Ignore these parameters

Query string keys on this list will

3. EXCLUDE CONTENT



No URLs that contain



URLs containing an item on this list will not be crawled.



No URLs with these parameters

URLs with a query string key m

Start Crawl

Automated Inventory with Blaze

Blaze

Example Project

0/228

<input type="checkbox"/>	TITLE	CHANNEL	PATH	DESCRIPTION	KEYWORDS	CONTENT TYPE
<input type="checkbox"/>	Home Page	Example.com	/	Geonetric is a Web software ...		text/html; charse
<input type="checkbox"/>	Operation Overnight Community Outreach Event - Geonetric	Example.com	/ operation-overnight/	Operation Overnight is a Ge...	Operation Overnight, Non-Pr...	text/html; charse
<input type="checkbox"/>	GeoVoices	Blog.Example.com	/			text/html; charse
<input type="checkbox"/>	Work Here - Geonetric	Example.com	/ about/ work-here/	Learn more about working at ...	Work, employment, jobs, cult...	text/html; charse
				Geonetric is a healthcare-sp...	About, History	text/html; charse
			/ google-nofoll...	Google has spoken: It's time ...		text/html; charse
			meet-us/	Geonetric employs smart, cr...	Meet us, about, executive te...	text/html; charse
			cms/	The VitalSite® content mana...	content management syste...	text/html; charse
			s/ webinars/	Geonetric offers monthly we...	webinars, education, elearning	text/html; charse
				VitalSite® CMS software eas...	content management syste...	text/html; charse
				Geonetric offers comprehen...	services, strategy, design, co...	text/html; charse
			reatneighbors/	The New Bohemia arts and e...	newbo, cedar rapids, downto...	text/html; charse
			portfolio/	Geonetric works closely with...	client portfolio, work examples	text/html; charse
			policy-and-proc...	Geonetric's Policy and Proce...	PnP; Policies and Procedures...	text/html; charse

Example.com

107 Items Running

Example.com GA profile

7/1/2013 - 3/31/2014

Automated Inventory with Blaze

Blaze

Hospital Website Design - Geonetric

/services/design/

Save

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VITALSITE

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WHY CHOOSE US

CLIENTS

RESOURCES

CONTACT

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Home > Services > Design

Share on facebook

Share on twitter

Share on email

Share on print

More Sharing Services

Services

Responsive Campaigns

Healthcare SEO

Strategy

Content

Design

Microsites

Mobile Websites

Social Media

Pay-Per-Click

Blogs

Web Hosting

Next Steps

Contact Geonetric

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Attend Webinar

Download White Paper

Design

Eye-catching designs and jaw-dropping results.

Your hospital's website needs to be attractive and visually engaging. It needs to communicate and reinforce your brand. And it needs to be functional, intuitive, easy to navigate and fast to load.

Our award-winning designers will give you all that and more. They understand how to balance creativity and functionality. Their eye for visual flair is grounded with solid usability experience. We offer:

• Home page designs

• Interior page designs

• Landing page designs

• Microsite designs

• Online advertisement designs

• Mobile designs

• Usability and browser testing

A look and feel that's all you.

High tech? High touch? Both? No problem. Our designers work with you and your team to develop an online look that's unique to your organization. They'll ensure the design includes important branding elements from your offline marketing efforts and develop a cohesive online design. Take a look at the [dozens of awards our clients have won](#). Want to be on this list? [Contact us](#) and let's get started.

Keeping It Fresh

Whether you seek a fresh design, want to add new functionality or just need a foundation that allows for bigger enhancements, Geonetric has you covered.

Design Blog Posts

The Mystical Attraction of Minimalism

CONTENT AUDIT

Name

Hospital Website Design - Geonetric

Format

Landing Page

Owner

Subject

Services design

Useful & Relevant

★★★★★

Clear & Accurate

★★★★☆

Complete

★★★★☆

Usable & Findable

★★★★☆

Influential & Engaging

★★★★☆

Voice & Tone

★★★★☆

Content Auditing with Blaze

3. Audit

Content Audit

Quantitative

URL
Page Metadata
Format
Length
Web Analytics
Social Stats

Qualitative

Subject
Audience
Owner / SME
Messaging
Call to Action
Content Quality



Content Quality



*So what?
No call to action*

Useful & Relevant

*Clear purpose
Actionable, Timely*

*Errors
Poor readability*

Clear & Accurate

*Factually correct
Plain language*

*'Coming soon...'
Missing information*

Complete

*All info provided
Related info linked*

*Poor usability
Harmful SEO factors*

Usable & Findable

*Follows SEO guidelines
Clear navigation and
cross-linking*

'Fake' or 'sales-y'

Influential & Engaging

*Worth sharing
Best format*

*Wrong voice
Inappropriate tone*

Voice & Tone

*On-brand
Authentic, empathetic*

**Poor content quality results in
underperforming content.**

4. Decide

*"One's [content strategy]
is not best expressed in words;
it is expressed in the choices one makes"
– Eleanor Roosevelt*

Item-level Decisions



Placement

Keep in place
Move / migrate
Merge with other content
Split into separate pages
Delete

Editing

No edits
Proofread
Revise
Rewrite from scratch
Create new content

Site-wide Decisions

Balance

*Subjects
Audience / Stage
Content Type*

Enhancements

*Content Quality
Messaging
New Content
Format*

Structure

*Navigation
Linking Strategies*

Priorities

*Problem Areas
Underperforming Content*

Governance

*Workflows
Review / Maintenance
Scope*

**A traditional content audit
won't tell you about
content that doesn't exist.**

Reverse Audit

When?

- Change (or reinvigoration) of strategic direction

Why?

- Identify content gaps and opportunities for improvement
- Prioritize effort based on strategic goals

What?

- All the ***relevant*** things



Free yourself to
focus on the *right* content,
not just *more content*.

Reverse Audit: Plan

Goal

Audience

Action

Mapping the Business Strategy

Goal

Increase Cardiovascular
Patient Volumes

Audience

Patients

Referring
Physicians

Action

Use Benefit Health
Medical Group
physician for managing
high blood pressure

Have minimally-
invasive cardiovascular
surgery performed at
Benefit Health hospital

Refer patients to
Benefit Health affiliated
specialists

Gather Relevant User Tasks

- Open-ended user interviews
- User proxy interviews
- Stakeholder interviews
- Brainstorming

Prepare for risk of health complications resulting from high blood pressure

Am I going to have to be on medication forever?

Determine if I am at risk due to family history

What are the most up-to-date care guidelines?

Audience: Patients

**Action: Use Benefit Health Medical Group
physician for managing high blood pressure**

TASK

Understand why
managing blood
pressure is important

Find out if my current physician is managing
my condition appropriately

Reverse Audit: Match

Create a content inventory, add tags for sorting and filtering, then:

- Match existing content to user tasks
- Evaluate interlinking of content
- Evaluate format of content
- Identify new content needs (and prioritize)

Audience: Patients

Action: Use Benefit Health Medical Group physician for managing high blood pressure

TASK

Understand why managing blood pressure is important

Find out if my current physician is managing my condition appropriately

CONTENT

Health effects of unmanaged high blood pressure ...

Benefit Health physicians offer the most effective and current management for high blood pressure including ...

How Benefit Health Medical Group care for patients with high blood pressure ...

Reverse Audit: Decide

- Determine any changes to navigation / linking
- Plan for any suggested revisions or updates
- Add new content ideas to your editorial calendar

Collaborative Audit

When?

- Best for smaller, focused audits

Why?

- Knowledge sharing
- Strategic alignment
- Voice and tone

What?

- Sit down with a small team and discuss what is/isn't working with a slice of content

Competitive/Comparative Audit

When?

- Occasionally, in combination with new strategic direction

Why?

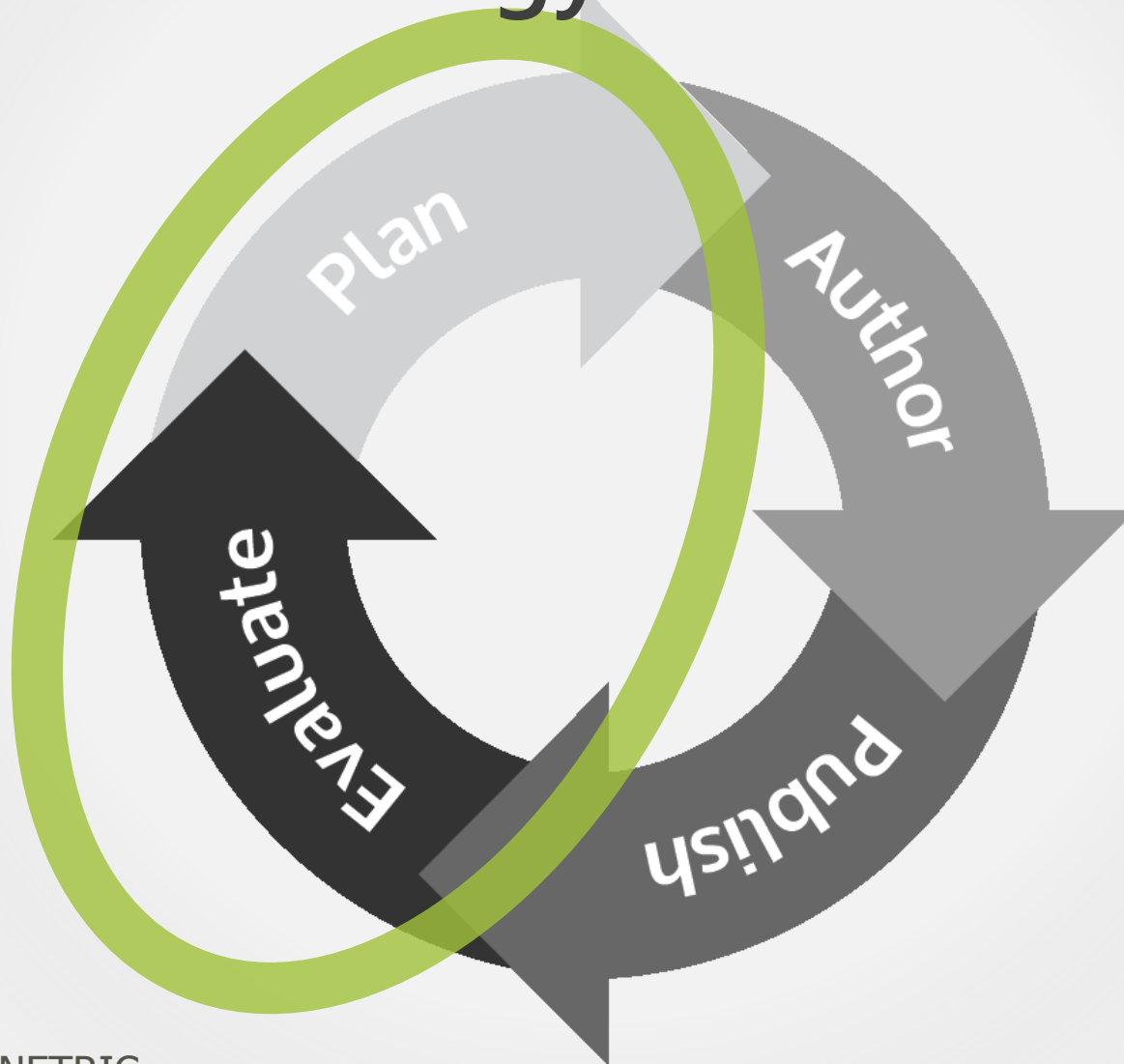
- Improve differentiation
- Identify gaps and opportunities

What?

- Apply audit criteria to competitive/comparative sites
- Don't assume that everything a competitor does is a good idea

**A content audit
is the essential foundation
for a rock-solid content strategy.**

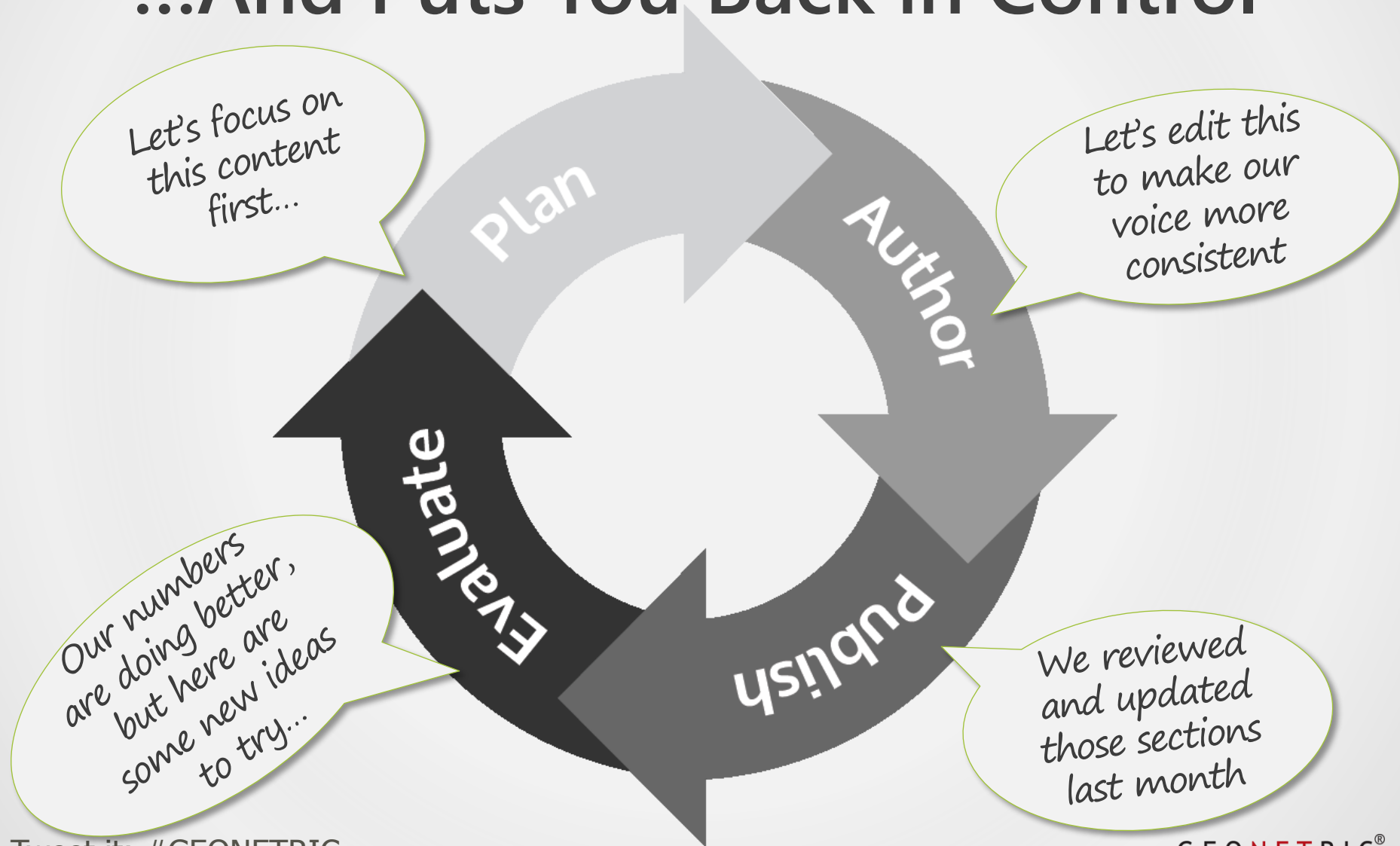
Content Strategy Closes the Loop



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...And Puts You Back in Control



We Can Help...

DIY

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- Agile Marketing

Full Service

- Agile Marketing + Content

Questions?

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