



Content Audits and Inventories: A Handbook

Paula Ladenburg Land

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Successful content strategy projects start with a thorough assessment of the current state of all content assets - their quantity, type, and quality. Beginning with a data-rich content inventory and layering in a qualitative assessment, the audit process allows content owners and business stakeholders to make informed decisions.

Content Audits and Inventories, by veteran content strategist Paula Land, shows you how to begin with an inventory, scope and plan an audit, evaluate content against business and user goals, and move forward with a set of useful, actionable insights.

This practical, tactic-filled handbook walks you through setting up and running an inventory using an automated tool, setting the stage for a successful audit. Specific audit tactics addressed include auditing for content quality, performance, global considerations, and legal and regulatory issues. You will also learn how to do a competitive audit and incorporate personas into an audit. Tips on presenting audit results to stakeholders will help you deliver effective strategies.



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