



CONNECTIVE3

HOW TO CONDUCT A KILLER CONTENT AUDIT THAT WILL GET YOU RANKING ON PAGE ONE



HOW TO CONDUCT A KILLER CONTENT AUDIT

WHAT I'LL BE TALKING ABOUT

- Why should you audit your site's content
- Metrics to use
- How to lay out your audit and recommendations
- How to prioritise pages



WHY AUDIT YOUR SITE'S CONTENT?

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**BECAUSE YOUR CONTENT
COULD BE HARMING YOUR
WEBSITE!**

HOW TO CONDUCT A KILLER CONTENT AUDIT

WHY AUDIT YOUR CONTENT?

- Remove spammy content
- Remove content that's not useful or relevant
- Remove duplicate content
- Spot new opportunities (provided you're an authority on the subject)
- Avoid future cannibalisation
- Enable all new content to perform as well as it can do

You should carry out a full audit every six months



METRICS TO USE



HOW TO CONDUCT A KILLER CONTENT AUDIT

METRICS TO USE

- Keywords you currently rank for
- New keywords you have the potential to rank for
- Organic traffic
- Referring domains
- Word count
- Transactions (for ecommerce sites)

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WHERE DO WE GET THESE METRICS FROM?



SCREAMING FROG



GOOGLE ANALYTICS



AHREFS

**ARE YOU AN AUTHORITY
ON THE SUBJECT?**

**IS THIS WRITTEN FOR
PEOPLE-FIRST?**

**ARE WE ANSWERING THE
QUESTIONS READERS ARE
ASKING?**



HOW TO LAY OUT YOUR AUDIT

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HOW TO LAY OUT YOUR AUDIT

REDIRECT/MERGE

This is if the content isn't useful, has no potential, or is too similar to a better performing page on your site.

OPTIMISE

This is if the page has the potential to rank higher, and drive more traffic. This could include adding in additional keywords, conducting internal linking, and/or writing extra sections of copy.

LEAVE

This is if the page ranks number 1 for every single related keyword, or isn't an SEO page, but is still useful and engaging content.

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HOW TO LAY OUT YOUR AUDIT

Word count	Organic page views Nov-Apr	Organic page views % change	Backlinks	Recommendations
583	4,002	-24.22%	1	Optimise for keywords
754	519	-39.37%	0	Add in info from caring and maintaining laminate flooring, and optimise for keywords. - this will be an in-depth guide
534	303	-28.54%	0	Optimise for keywords and include sections like the types of wooden flooring, and cleaning and care advice - this will be an in-depth guide
564	475	0.6156	0	Optimise for keywords
495	1,011	62.54%	1	Content is very generic currently - turn into 'how to choose the best flooring for your kitchen', comparing different colour cabinets, whether you have a kitchen island, types of materials etc
489	199	-43.79%	0	Remove the cleaning section out of it as it's competing with the laminate floor guide. Look into the benefits of each style.
799	1,824	126.87%	0	Optimise for keywords
483	199	-43.79%	0	Merge and 301 redirect to /everything-you-need-to-know-about-laminate-flooring/
731	380	57.02%	2	This doesn't really have any relevant content and the two linking domains have DR of 0 and 5 - merge and 301 redirect to new suggested article, how to choose the best flooring for your kitchen
716	449	187.82%	8	This already ranks well for several keywords, but add in a section about lighting, and optimise for keywords
647	9	-86.96%	0	Optimise for keywords and expand sections
824	78	13.04%	2	There is some search volume, but not a lot. Can expand and optimise for these keywords, but I would leave this page as a low priority.
521	968	1141.03%	0	Leave as is - it's already optimised for keywords, and there are no new keywords to be targeted
620	717	-19.44%	0	Content is too similar to /small-kitchen-ideas/how-to-make-the-most-of-a-small-kitchen. Add info from this article to that, and 301 redirect
685	916	342.51%	0	This is essentially a section of /how-to-arrange-cupboards-and-cabinets-in-a-kitchen. Include this information in it, and 301 redirect
831	86	100%	0	This is similar content to /small-kitchen-ideas/how-to-make-the-most-of-a-small-kitchen - include this information in that article, and 301 redirect
1,058	3,319	N/A	4	Optimised for keywords, so leave as is
814	277	-0.0858	0	Doesn't really have any search volume, but I think it's a useful article, so leave as is
816	622	79.77%	1	Doesn't really have any search volume, but I think it's a useful article, so leave as is
640	415	9.21%	2	Content is too similar to /design-and-decor-ideas/how-to-add-copper-gold-or-brass-to-your-kitchen. Merge with this article, and 301 redirect
958	78	-25%	1	Optimise for keywords
644	458	4989%	0	Optimise for keywords, and change copy from 'laminate and corian worktops onwards' - provide tips on protecting specific surfaces. Also, this article should be housed under the new 'worktop ideas' section
809	1,253	3480%	4	Include info from /how-to-choose-the-right-kitchen-appliances, and optimise for keywords



HOW TO PRIORITISE YOUR PAGES


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HOW TO CONDUCT A KILLER CONTENT AUDIT

HOW TO PRIORITISE YOUR PAGES

- Start with the redirects and merges
- Prioritise pages with the highest traffic / transactions and are most useful to the reader
- Does your brand/client have specific priorities?
- Identify other quick wins



A close-up shot of a blonde woman with her hair in a high ponytail, wearing black-rimmed glasses and a dark blazer over a light-colored top. She has a neutral, slightly questioning expression on her face.

What, like, it's hard?