

2022 CONTENT AUDIT GUIDE



INSIDE: The 6R Technique and FREE Audit Checklist

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— 2022 —
CONTENT AUDIT
GUIDE

BUT FIRST, CONTENT

ONE OF THE BIGGEST THINGS MARKETERS ALLOCATE FUNDS FOR IN THEIR BUDGETS IS CONTENT. THE IDEATION, CREATION, IMPLEMENTATION AND PROMOTION OF IT TO BE EXACT. AND WHILE WE LOVE CREATING NEW CONTENT FOR OUR CLIENTS, **WE THINK IT'S TIME TO TALK ABOUT A CONTENT AUDIT.**

THIS GUIDE INCLUDES OUR HELPFUL 6R TECHNIQUE AND A FREE CONTENT AUDIT CHECKLIST.

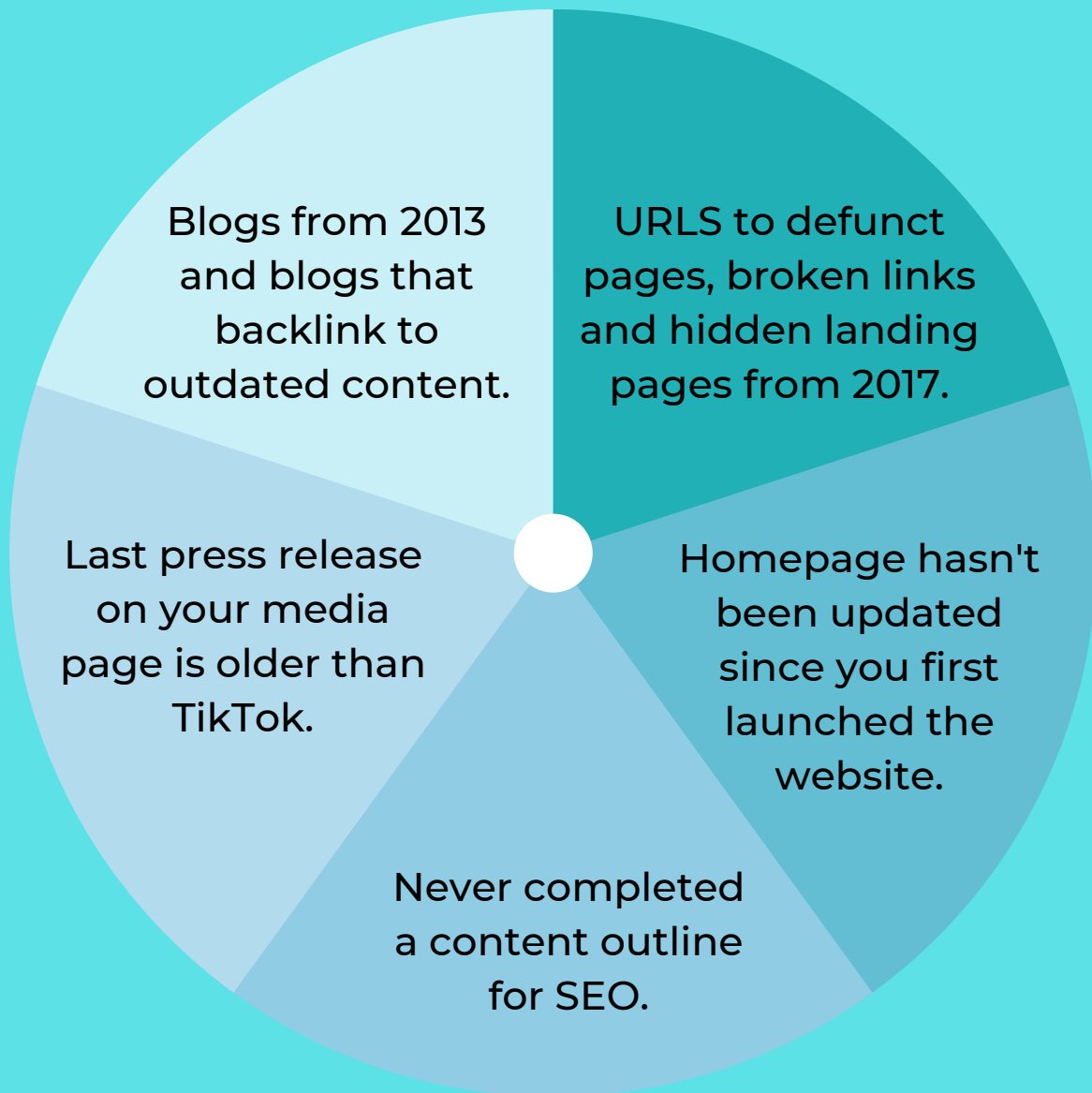
HOW DO YOU KNOW IF YOU NEED A CONTENT AUDIT? KEEP READING!



YOU NEED THIS IF ...

YOU ALREADY KNOW HOW IMPORTANT **SOLID CONTENT** IS FOR YOUR BRAND'S SUCCESS.

HERE ARE A FEW REASONS **WHY YOU NEED AN AUDIT:**



WHAT HAPPENS WHEN ALL THE **CONTENT** YOU HAVE OUT THERE ISN'T DOING ANYTHING FOR YOU? **LET'S BREAK IT DOWN.**

WHAT IS AN AUDIT, EXACTLY?

AU·DIT

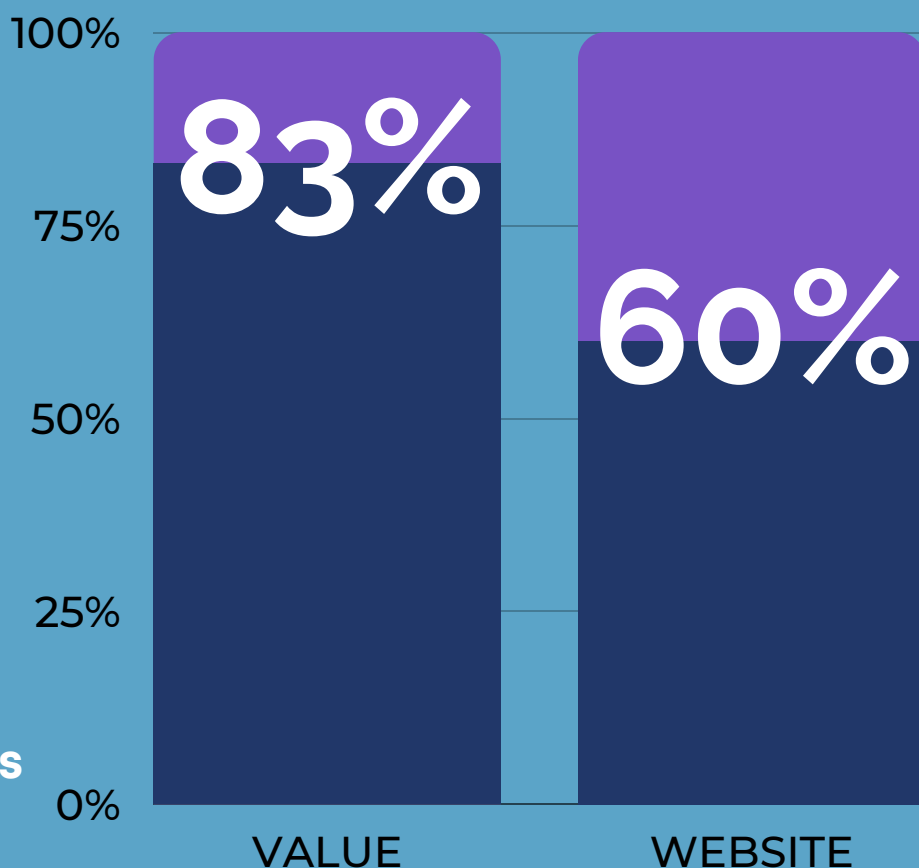
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- AN **OFFICIAL INSPECTION** OF AN INDIVIDUAL'S OR ORGANIZATION'S ACCOUNTS, TYPICALLY BY AN INDEPENDENT BODY
- A **SYSTEMATIC REVIEW** OR ASSESSMENT OF SOMETHING

In the Content Marketing Institute's recent survey, B2B marketers who reported high levels of success said the top two contributing factors were:

- 1 **Value their content provides**
- 2 **Consistent website updates**



THE 6R TECHNIQUE

ROUTINE AUDITS HELP YOU IDENTIFY CONTENT THAT NEEDS TO BE IMPROVED AND **BOOST YOUR CONVERSION RATE.**

1 REVIEW

Analyze your goals and KPIs, then take a look at the metrics. Identify what is and isn't working and make a list of adjustments, committing to new results.

2 REJECT

At this stage you will need to identify what needs to be archived and purged. Content for the sake of content is like playing with fire.

3 ROADMAP

Outline a strategy based on your REVIEW and REJECT findings. This ROADMAP should implement ways to rework, create or purge content, focusing on your goals established in the REVIEW stage.

4 REVAMP

During the REVIEW stage, successful pieces of content were identified. It's important to REVAMP these topics into fresh content pieces and find ways to flesh out outdated legacy pieces.

5 REBRAND

Relaunching your fresh content is important but so is making sure your brand message is updated, too. As you implement your ROADMAP, take advantage of opportunities to refresh your site's messaging for consistency.

6 RESULTS

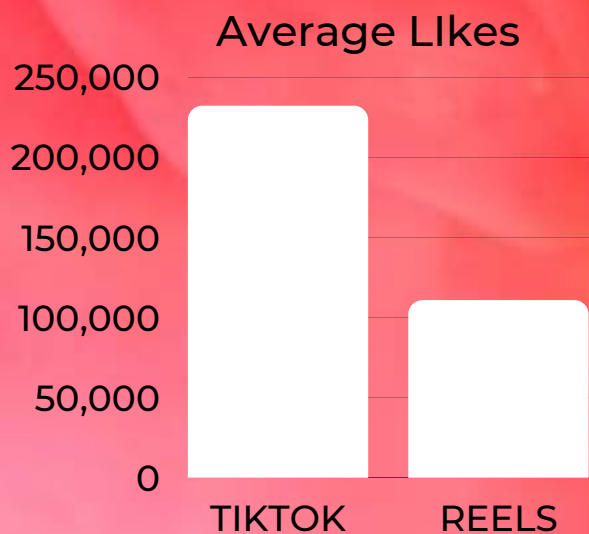
An annual audit should happen in order to fully capitalize on your content. Regularly pull metrics and analyze the data to confirm your ROADMAP is working or what needs to be adjusted. This will make the REVIEW stage easier next year!

"CONTENT BUILDS
RELATIONSHIPS.
RELATIONSHIPS ARE
BUILT ON **TRUST.** TRUST
DRIVES **REVENUE."**



ANDREW DAVIS

SAVE THESE PRO TIPS



FOLLOW YOUR AUDIENCE

The pandemic resulted in a massive rise in Reels and TikTok. Consumers are now demanding the same level of entertainment and engagement from brands themselves. If you don't adjust your content offerings, clients will go somewhere else.



QUALITY LEADS QUANTITY

Instead of creating 10 standalone pieces of content this month, maybe try pooling all your resources together (budget, staff, leadership, tools) and create one amazing piece. Then, create bite-sized ancillary pieces of content from that one item to promote it.

CYCLE OUT OLD NEWS

If you put a COVID-19 message on your homepage and never updated it, this tip is for you. Today, COVID sentiments are one big, collective piece of **noise for many consumers**. It's time to take down outdated COVID notices and make sure whatever is displayed is current and timely.



YPM'S CONTENT AUDIT CHECKLIST

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<input type="checkbox"/>	Review all content and performance KPIs	GOALS
<input type="checkbox"/>	Identify what is working well	
<input type="checkbox"/>	Identify what needs to be rejected and archived	
<input type="checkbox"/>	Create a roadmap and establish new goals	
<input type="checkbox"/>	Revamp topics and flesh out legacy content	
<input type="checkbox"/>	Relaunch new content and implement roadmap	
<input type="checkbox"/>	Refresh homepage or mission statement	
<input type="checkbox"/>	Schedule analytics review and adjust regularly	

STATUS

TASKS

WE CAN HELP

IN ORDER TO KEEP YOUR CONTENT FRESH AND RANKING PROPERLY FOR YOUR WEBSITE, IT NEEDS TO BE AUDITED AND UPDATED REGULARLY.

WE CAN HELP! WE'RE A FULL-SERVICE DIGITAL MARKETING AGENCY WITH PROVEN RESULTS.

A YPM CONTENT AUDIT WILL BRING YOUR CONTENT UP TO DATE AND IMPROVE SEO EFFORTS ALL IN ONE.

VISIT [YPM.COM](https://www.ypm.com) TODAY!

