



# Content Auc

*Catalogue every page, ↓*

**Why do this**

**How to fill it in**

**Quality (1–5)**

**Action**

**The Summary tab**

**Tip**

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*judge it honestly, then decide what to do with it.*

A content audit gives you an inventory of everything that exists, plus a judgement on whether each piece still earns its place. It's the fastest way to find redundant, outdated, or orphaned content before a redesign.

Work through the 'Content Audit' tab one row per page or asset. Pull URLs from your sitemap, analytics, or CMS. Shaded columns use drop-downs — click the cell to choose.

1 = remove on sight · 2 = weak · 3 = serviceable · 4 = good · 5 = best-in-class. Judge against the page's purpose, not perfection.

Keep = leave as is · Update = revise · Merge = combine with another page · Remove = delete or redirect.

Counts your decisions automatically as you fill the audit in, so you can see the shape of the work at a glance.

Don't try to do the whole site in one sitting. Audit one section at a time, and be ruthless — most sites carry far more content than anyone reads.

· free to use & share

# Content Audit

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| #  | URL / Page | Section |
|----|------------|---------|
| 1  |            |         |
| 2  |            |         |
| 3  |            |         |
| 4  |            |         |
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| 6  |            |         |
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| 41 |            |         |

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| 42 |  |  |
| 43 |  |  |
| 44 |  |  |
| 45 |  |  |

[illegible]



[illegible]



[illegible]



## Audit Summary

*Updates automatically as you fill in the Content Audit tab.*

|                        |   |
|------------------------|---|
| Total pages catalogued | 0 |
|------------------------|---|

|        |   |
|--------|---|
| Keep   | 0 |
| Update | 0 |
| Merge  | 0 |
| Remove | 0 |

|                       |   |
|-----------------------|---|
| Average quality (1–5) | — |
| Pages marked accurate | — |