

Content Audit Template

A complete content audit workbook for inventorying pages, reviewing performance, intent alignment, quality, topical coverage, freshness, duplication, internal links, trust signals, conversion paths, and content decisions.

1. Audit Overview

Website / domain	Client / brand	Audit period	Auditor	Primary market	Primary audience	Business goal	Primary conversion goal	Data period	Comparison period

2. Content Inventory

URL	Page title	Content type	Topic / cluster	Author	Publish date	Last updated	Word count	Indexable	Canonical URL	Status code	Owner

3. Organic Performance Review

URL	Organic sessions	Organic users	Clicks	Impressions	CTR	Average position	Conversions	Conversion rate	Revenue / value	Previous-period traffic	Change %	Trend

4. Keyword Performance Review

URL	Primary keyword / topic	Current position	Previous position	Best position	Clicks	Impressions	CTR	Ranking keyword count	Top 3 keywords	Top 10 keywords	Opportunity	Action

5. Search Intent Alignment

URL	Primary query / topic	Expected intent	Current page type	Intent match	SERP format observed	Content format match	Mismatch identified	Recommended action	Priority

6. Content Quality Review

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Page has a clear primary purpose					
Introduction addresses the topic quickly					
Content satisfies the primary intent					
Important subtopics are covered					
Information is accurate					
Claims are supported where needed					
Examples are useful and specific					
Content avoids unnecessary repetition					
Sections follow a logical order					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Language matches the target audience					
Content provides a clear reason to choose this page					
Commercial claims are appropriately supported					

7. Topical Coverage and Content Gap Review

Topic / cluster	Existing URLs	Coverage strength	Missing subtopic	Competitor coverage note	Audience relevance	Business relevance	Recommended content action	Target URL / new page	Priority	Owner

8. Content Freshness Review

URL	Last updated	Time-sensitive content	Outdated statistics	Outdated screenshots	Broken references	Old product / service information	Year references	Refresh frequency	Recommended update	Priority	Owner

9. Content Duplication and Cannibalization

Topic / keyword	Competing URL 1	Competing URL 2	Additional URLs	Overlap type	Stronger URL	Performance evidence	Recommended action	Redirect / canonical / merge / differentiate	Priority	Status

10. Internal Linking Review

Source URL	Target URL	Topic relationship	Current anchor text	Link placement	Link needed / update needed	Priority page supported	Broken / redirected link	Recommended action	Owner	Status

11. External Source and Evidence Review

URL	Claim / section	Source URL / reference	Source quality	Publication date	Primary source available	Broken / outdated	Attribution correct	Recommended action	Priority

12. Content Structure and Readability

URL	Heading hierarchy	Paragraph readability	Scannability	Lists / tables used well	Definitions clear	Jargon level	Mobile readability	Media support	Accessibility note	Recommended action	Priority

13. Media and Asset Review

URL	Asset type	Asset URL / location	Purpose	Alt text status	Caption needed	File size issue	Outdated asset	Original / licensed / sourced	Recommended action	Owner	Status

14. Conversion and CTA Review

22. Content Performance Monitoring

URL / content group	Baseline metric	Baseline value	Post-update date	30-day result	60-day result	90-day result	Change	Target	Interpretation	Next action

23. Final Audit Summary

Summary area	Findings and recommendations
Overall content health	
Highest-performing content	
Largest traffic declines	
Biggest content gaps	
Major cannibalization issues	
Highest-priority refreshes	
Consolidation opportunities	
Pruning candidates	
Internal linking opportunities	
Conversion improvement opportunities	
Immediate priorities	