

Course 5



Getting Started Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

How to Perform a Content Audit by Buying Stage

- Why are content audits important?
- How to map your content to the buying journey?
- How to use your existing content to create a better website experience for your visitors?
- How do you complete a content audit?
- What does a successful content audit look like?

 **WHY ARE CONTENT
AUDITS IMPORTANT?**

BENEFITS OF CONTENT AUDITS

- Allows you to have the right content on your website
- Identifies content gaps
- Immediate value by leveraging content your business already has.
- Helps you to identify the right personas for your business.
- Gives you content to share on blogs and social media

WHAT IS A CONTENT AUDIT?

A content audit is the process of evaluating your content – both in quantity and quality. By listing your content assets and current performance, you'll be able to identify any gaps in content, create a plan to improve performance, uncover quick wins and have the right content on your website.



USER **JOURNEY MAP**

GOAL: Develop a holistic view of your personas' life before, during and after contact with your business website.

Map your content to the **Buyer's Journey**.

Analyze your overall content mix and identify holes in content that you are missing. Classify your content using the three stages of the modern buyer journey:

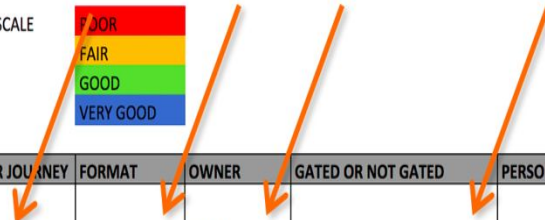
Awareness, Consideration, Decision

CONTENT AUDIT TEMPLATE

Client name	Fitness Planet
Client industry	Health & Fitness
Website URL	fitnessplanet.com
Hubspot licence	PRO

PERFORMANCE SCALE

POOR
FAIR
GOOD
VERY GOOD



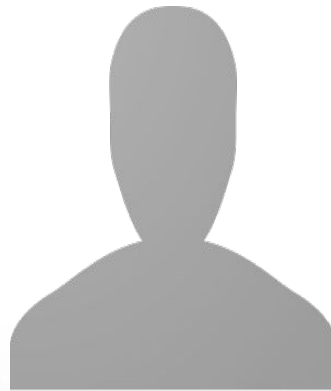
CONTENT	PERFORMANCE	AGE OF CONTENT	STAGE OF BUYER JOURNEY	FORMAT	OWNER	GATED OR NOT GATED	PERSONA	RECOMMENDATIONS
e.g EBOOK Client Transformation and Success Stories"	FAIR	2 YEARS OLD	CONSIDERATION	WORD	SALES DIRECTOR	NOT GATED		- TURN INTO PDF - UPDATE CUSTOMER SUCCESS STORIES - LOAD ONTO WEBSITE BEHIND A FORM

THE MODERN BUYING JOURNEY



Search

Buyers identify a challenge or problem that they want to solve and start searching online for answers.



Educate

Buyers have clearly defined the problem or challenge and have educated themselves on potential solutions.



Contact

Buyers have already decided on a potential solution that best meets their needs and then contact the business.

WEBSITE JOURNEY MAP WORKSHEET



PERSONA



PRODUCT or SERVICE

BUYER:

AWARENESS

CONSIDERATION

DECISION

POSITIVE

Thoughts
Emotions
Quotes
Searches

What do
buyers
need here?

What do
buyers
need
here?

NEGATIVE

QUESTIONS TO ANSWER

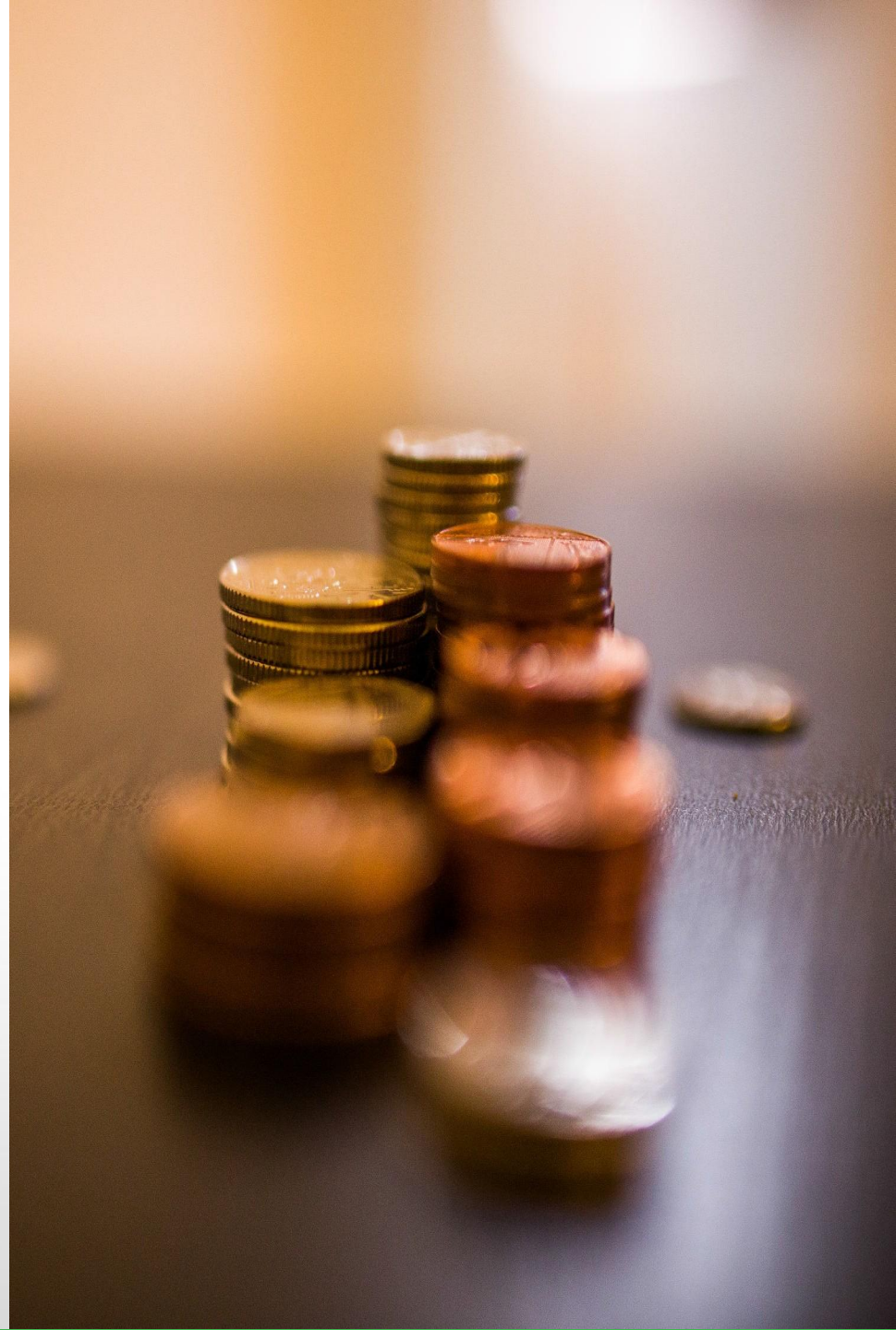
A **quick win** is taking content you already have, changing its format, and using it to convert visitors into leads.

EXAMPLE:

Perhaps you are giving away a lot of valuable information on your website without capturing the visitor's email addresses. Consider converting this information into an eBook, a case study, a video, or a podcast, and put it behind a form.

Creating new
content is
important.

However, always start
with identifying existing
content that you can
leverage to generate ROI.





**HOW DO YOU
COMPLETE A CONTENT
AUDIT?**

IMPORTANT NOTES ON COMPLETING A CONTENT AUDIT

- A content audit will involve acquiring information from numerous sources. Everyone's input will be valuable.
- Before starting your content audit, explain to your team what you're doing, how you're doing it, and why it will be helpful.

STEPS FOR CONDUCTING A CONTENT AUDIT

1. Identify existing company content
2. Categorize the content
3. Evaluate the performance of the content
4. Provide recommendations on what to do next with the content



You need to **uncover every piece** of content that already exists in your business, both online and offline.

EXAMPLES OF **ONLINE** CONTENT

- Website copy
- Newsletters
- Email
- Online sales content
- Any internal communication or collaboration systems.

EXAMPLES OF OFFLINE CONTENT

- Printed collateral
- Call scripts
- Proposal template
- Competitor information

DON'T FORGET ASKING **YOUR PEOPLE**

- Interview people in the office for information.
- Find out how they use this content.
- Find out which assets they refer to most.
- Find out which they find are most helpful for prospects.

WHAT A CONTENT AUDIT CHECKLIST LOOKS LIKE.

SALES	COMPLETE
CALL SCRIPTS	
BROCHURES	
PROPOSALS	
QUOTES	
PRESENTATIONS	
PRICE LISTS	
OTHER	
WEBSITE	COMPLETE
WEBSITE MESSAGING	
WEBSITE COPY	
CALL TO ACTIONS	
CONVERSION ASSETS	
LANDING PAGES	
FORMS	
BLOG	
RESOURCES	
VIDEOS	
INFOGRAPHICS	
PODCASTS	
MULTIMEDIA CONTENT	
OTHER	
MARKETING	COMPLETE
REPORTS	
PRESENTATIONS	
ADVERTISING	
PRINTED COLLATERAL	
VIDEOS	
INFOGRAPHICS	
PODCASTS	
TRAINING	
NEWSLETTERS	
EMAILERS	
LEAD NURTURING	
INTERNAL COMMUNICATION	
OTHER	

QUESTIONS TO ASK ABOUT THE CONTENT

- How old is the content?
- What is its purpose?
- Is it accurate?
- Is it up-to-date?
- What format is it in?
- Is it still being used and if so, who's using it?
- Is it gated behind a form?
- Where exactly does it fit in the buyer's journey?

EVALUATE PERFORMANCE

- If you **have been tracking** your content, view your online analytic tools.
- If you **haven't been tracking** this information, gather insights by speaking to your employees and interviewing customers.

CONTENT IS THE **BACKBONE** TO SUCCESSFUL MODERN MARKETING.

Make sure your team understands the importance of high-quality content, its purpose, and its relation to visitors, leads, and customers.

Chances are, you'll find some **“okay” content** can be made into **“great” content** with a little bit of an information update, change of format, and by putting it behind a form.

QUESTIONS TO ASK YOURSELF WHILE IDENTIFYING RECOMMENDATIONS

- Can this be reworked and leveraged?
- Should this be cut?
- Can this be collated with other pieces of content?
- Should this piece of content be condensed?
- Have you looked at all the internal content?
- Is there someone internally that can rework this?
- What channels are being used for distribution?
- Where in the buyer's journey does this content belong?
- Is it helping an individual identify that they have a problem?
- Is it focused on why they should consider certain solutions?
- Or is it helping them make a purchasing decision?

CONTENT AUDIT TEMPLATE

Client name	
Client industry	
Website URL	
Hubspot licence	

PERFORMANCE SCALE



POOR
FAIR
GOOD
VERY GOOD

[illegible]



**WHAT DOES A
SUCCESSFUL CONTENT
AUDIT LOOK LIKE?**

Imagine that you're a
business called **Fitness
Planet.**



Fitness Planet

YOU IDENTIFY ALL YOUR EXISTING CONTENT.

Using a content checklist gives you a solid starting point.

YOU IDENTIFY ALL YOUR EXISTING CONTENT.

Using a content
checklist gives you a
solid starting point.

CONTENT AUDIT CHECKLIST

Client name	Fitness Planet
Client industry	Health & Fitness
Website URL	Fitnessplanet.com
Hubspot licence	PRO

Go through each section in the checklist below,
mark it as complete once you have identified all of the content under that section.

COMPLETE

SALES	
CALL SCRIPTS	
BROCHURES	X
PROPOSALS	
QUOTES	
PRESENTATIONS	
PRICE LISTS	X
OTHER	

WEBSITE	
WEBSITE MESSAGING	
WEBSITE COPY	X
CALL TO ACTIONS	
CONVERSION ASSETS	
LANDING PAGES	
FORMS	X
BLOG	
RESOURCES	
VIDEOS	X
INFOGRAPHICS	
PODCASTS	
MULTIMEDIA CONTENT	
OTHER	

MARKETING	
REPORTS	
PRESENTATIONS	X
ADVERTISING	
PRINTED COLLATERAL	
VIDEOS	
INFOGRAPHICS	X
PODCASTS	
TRAINING	
NEWSLETTERS	X
EMAILERS	
LEAD NURTURING	
INTERNAL COMMUNICATION	
OTHER	

You **categorize the content** by using the content audit template.

CONTENT AUDIT TEMPLATE

Client name	
Client industry	
Website URL	
Hubspot licence	

PERFORMANCE SCALE

POOR

FAIR

GOOD

VERY GOOD

[illegible]



Fitness Planet

**Client Transformation and
Success Stories.**

You came across
content called:

**“Client Transformation
and Success Stories.”**

ASK A COUPLE QUESTIONS ABOUT THIS PIECE OF CONTENT

- What format is it in?
- How old is it?
- Who's the owner?
- What is it being used for?

INITIAL CONCLUSIONS

- It's not currently on the website.
- It's 2 years old
- It's in a Word Doc format.
- It's being used as sales material in the consideration stage
- Own by the Sales Director

A CONTENT AUDIT TEMPLATE IN ACTION

FOR EXAMPLE CLIENT, FITNESS PLANET.

CONTENT AUDIT TEMPLATE

Client name	Fitness Planet
Client industry	Health & Fitness
Website URL	fitnessplanet.com
Hubspot licence	PRO

PERFORMANCE SCALE

POOR
FAIR
GOOD
VERY GOOD

CONTENT	PERFORMANCE	AGE OF CONTENT	STAGE OF BUYER JOURNEY	FORMAT	OWNER	GATED OR NOT GATED	PERSONA	RECOMMENDATIONS
e.g EBOOK Client Transformation and Success Stories*	FAIR	2 YEARS OLD	CONSIDERATION	WORD	SALES DIRECTOR	NOT GATED		- TURN INTO PDF - UPDATE CUSTOMER SUCCESS STORIES - LOAD ONTO WEBSITE BEHIND A FORM

A CONTENT AUDIT TEMPLATE IN ACTION

FOR EXAMPLE CLIENT, FITNESS PLANET.

CONTENT AUDIT TEMPLATE

Client name	Fitness Planet
Client industry	Health & Fitness
Website URL	fitnessplanet.com
Hubspot licence	PRO

PERFORMANCE SCALE

POOR
FAIR
GOOD
VERY GOOD

CONTENT	PERFORMANCE	AGE OF CONTENT	STAGE OF BUYER JOURNEY	FORMAT	OWNER	GATED OR NOT GATED	PERSONA	RECOMMENDATIONS
e.g EBOOK Client Transformation and Success Stories"	FAIR	2 YEARS OLD	CONSIDERATION	WORD	SALES DIRECTOR	NOT GATED		- TURN INTO PDF - UPDATE CUSTOMER SUCCESS STORIES - LOAD ONTO WEBSITE BEHIND A FORM

A CONTENT AUDIT TEMPLATE IN ACTION

FOR EXAMPLE CLIENT, FITNESS PLANET.

CONTENT AUDIT TEMPLATE

Client name	Fitness Planet
Client industry	Health & Fitness
Website URL	fitnessplanet.com
Hubspot licence	PRO

PERFORMANCE SCALE

POOR
FAIR
GOOD
VERY GOOD

CONTENT	PERFORMANCE	AGE OF CONTENT	STAGE OF BUYER JOURNEY	FORMAT	OWNER	GATED OR NOT GATED	PERSONA	RECOMMENDATIONS
e.g EBOOK Client Transformation and Success Stories"	FAIR	2 YEARS OLD	CONSIDERATION	WORD	SALES DIRECTOR	NOT GATED		- TURN INTO PDF - UPDATE CUSTOMER SUCCESS STORIES - LOAD ONTO WEBSITE BEHIND A FORM

A CONTENT AUDIT TEMPLATE IN ACTION

FOR EXAMPLE CLIENT, FITNESS PLANET.

CONTENT AUDIT TEMPLATE

Client name	Fitness Planet
Client industry	Health & Fitness
Website URL	fitnessplanet.com
Hubspot licence	PRO

PERFORMANCE SCALE

POOR
FAIR
GOOD
VERY GOOD

CONTENT	PERFORMANCE	AGE OF CONTENT	STAGE OF BUYER JOURNEY	FORMAT	OWNER	GATED OR NOT GATED	PERSONA	RECOMMENDATIONS
e.g EBOOK Client Transformation and Success Stories"	FAIR	2 YEARS OLD	CONSIDERATION	WORD	SALES DIRECTOR	NOT GATED		- TURN INTO PDF - UPDATE CUSTOMER SUCCESS STORIES - LOAD ONTO WEBSITE BEHIND A FORM

MAKE RECOMMENDATIONS.

- **update** the eBook because it's now at least two years old.
- **change the format** from a Word Doc to a PDF.
- **put the ebook online using a form** on a landing page

CONTENT AUDIT TEMPLATE

Client name	Fitness Planet
Client industry	Health & Fitness
Website URL	fitnessplanet.com
Hubspot licence	PRO

PERFORMANCE SCALE



CONTENT	PERFORMANCE	AGE OF CONTENT	STAGE OF BUYER JOURNEY	FORMAT	OWNER	GATED OR NOT GATED	PERSONA	RECOMMENDATIONS
e.g £BOOK Client Transformation and Success Stories"	FAIR	2 YEARS OLD	CONSIDERATION	WORD	SALES DIRECT OR	NOT GATED		- TURN INTO PDF - UPDATE CUSTOMER SUCCESS STORIES - LOAD ONTO WEBSITE USING A FORM

TURN THIS EBOOK INTO AN MODERN **MARKETING CAMPAIGN**

- Create **blog posts** from the content of that eBook.
- Each blog post would include a CTA, linking to the ebook page.
- To drive traffic to these blog posts or website pages, you'd create **social media messages**, which could be published to your social media channels.

RECAP: STEPS FOR CONDUCTING A CONTENT AUDIT

1. Identify existing company content
2. Categorize the content
3. Evaluate the performance of the content
4. Provide recommendations on what to do next



**Course 5
Completed.**
**Now take the
next course.**

Getting Started Courses

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

Website Courses

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

**If you liked it, please
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.

THANK YOU.