



Content Audit Check List – Part 1

- Do you have a master list or inventory system showing every item of marketing communication, its intended use, and target audience?

This list will identify every item of marketing collateral that is used to communicate with customers and stakeholders. Such items are websites, brochures, press kits, point-of-sale material, flyers with special offers, product sheets, case studies, white papers, award updates, pitch documents and so on. The type of list will vary depending on the nature of your business, whether it's B2B or B2C, service or product etc.

- As you go through each item, use the below to review the content:

General

- Are all phone numbers, email addresses, and office addresses correct?
- Is there a clear and highly visible call to action that is appropriate for the intended target audience?
- Is the content up-to-date including the latest information such as recent award wins, the latest case studies, additional benefits, and so on?
- Is the language spelt correctly with no grammatical errors?
- Is the spelling consistent or is it a mix of British and American English?
- Is the content in line with your brand guidelines and tone of voice?
- With reference to facts and figures, are these still accurate and useful?
- Do tables and diagrams make sense and are they correctly and consistently labelled?
- Is every item available in the language of the identified reader or does it need to be translated?
- Have disclaimers, terms and conditions, warranties and other such information been crosschecked by your legal team?

Print Collateral

- Is your website clearly included on print collateral along with social media handles?
- Is the item still appropriate for its intended use? For example, a heavy brochure for an exhibition may not be the best option.
- Are the images appropriate and accurately reflect your brand?
- Are the benefits of your offering clearly highlighted?
- Your business card is often one of the first off-line interactions a customer will have with your brand. Is it memorable? Does it



clearly state what you do? Consider including your picture, a list of benefits, or a relevant quote.

Website

- Does your website convey a high level of trust by including information such as important industry accreditation and memberships? Is it clear what these mean? Trust can also be earned by including testimonials, social media links, and numerical data that reflects the number of satisfied customers, members, or users of your product.
- Are the most important elements of each page the most prominent?
- Does your home page immediately reflect your offering?
- Are there strong headings and sub-headings to help guide your reader through the site?
- Does your site include links to other pages within your site as well as external links? Do these links still work?

Press Material

- Do you have a digital and hard copy version of your press kit, ready to distribute when required?
- Does your press kit include a one-page, easy-to-read fact sheet outlining the details of your company?
- Have you included hi-res, professional images of all spokes people?
- Is your boilerplate up-to-date with the latest information?
- Have you included a list of awards, interesting facts and figures, and memorable quotes?