Blog Content Audit

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OBJECTIVE: To review what worked with your content this year and create a plan based on that data for the next year.

Most Popular Posts by Traffic:

List your most popular posts here, or link to a spreadsheet.

- ❏ What do these posts have in common? Are they all long? All short? Do they all have a particular "why" for the reader (ie: to educate, inform, or entertain)? Do they all have a particular "why" for your business (ie: to collect leads, sell, get social shares, etc.)?
- ❏ What bucket or category do each of these posts fall into? Are there more in one category than another?
- ❏ Which topics seem most popular? Can you draw any conclusions from this?
- ❏ Which ones got the most comments or emails? Which ones touched a nerve?
- ❏ Which were shared on social the most?
- ❏ How do you feel about these posts? Were they enjoyable to write? Were you being yourself? Were you writing about topics you're passionate about? Were they attracting the right audiences?
- ❏ Do you consider any of these posts EPIC content?
- ❏ Which search terms sent you the most traffic?

NOTES:

Most Shared Posts on Social Media:

List your most popular posts here, or link to a spreadsheet.

- ❏ Can you account for the popularity of any of the posts?
- ❏ Are any of the results surprising to you?
- ❏ Is there a lot of crossover between your most popular posts overall and your most shared posts?
- ❏ Which posts got you the most opt-ins? Which opt-ins worked best? Did you use content upgrades?
- ❏ Who are your biggest referrers? Are they places that mentioned/linked to you or places you did a guest blog or interview? Was guest blogging worth your time?
- ❏ Did you get any traditional media coverage (magazines, newspapers, TV)? Did it drive any traffic for you?
- ❏ Did you do any joint venture partnerships or collaborations? Did they send traffic your way?

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- ❏ Did you do any webinars? Did they drive traffic or add opt-ins?
- ❏ Did you run any giveaways or contests? How did they work
- ❏ How is your newsletter doing? Are your open rates and click-through rates where you want them to be? What could you improve?
- ❏ If you ran any advertising, how did that go?

NOTES:

Topics and Categories:

List your blog topics and categories here.

- ❏ Are the categories and tags you use on your blog still relevant? Can you merge any of them, nest them, or otherwise simplify?
- ❏ Can people easily find all your posts in one category or bucket?
- ❏ Have you created resource or landing pages for each category or bucket? How are they performing compared to other posts and pages?
- ❏ Did you write equally across all of your categories or topics — or did you write most about a particular topic?
- ❏ Are there any holes in your categories or topics you'd like to fill? For instance, if you have a tag or category that only has a few posts, do you want to add more?
- ❏ Which categories or topics do your most popular posts fall into?
- ❏ Did you write any EPIC content for any of your topics or categories? How did it fair?

NOTES:

Content PLAN:

- Which buckets or categories would you like to focus on the most for this year?
- Which topics would you like to expand or revisit this year?
- Are there any holes in your content that you'd like to fill? (More posts about a neglected category or topic, for example.)
- Are there any search terms you'd like to write more content for this year?
- What promotional strategies will you use this year?
    - Where will you share on social?
    - Where would you like to get referrals? Will you guest post or ask for links?
    - Will you do any paid advertising? If so, where?
    - Will you seek out traditional media coverage? If so, where?
    - Will you do any joint ventures or collaborations?
    - L you run any contests, giveaways, or other promotions?
- Which opt-ins will you promote? Will you create any new ones?
    - Do you have an email nurture sequence for each of your opt-ins?
- Will you change up how you deliver your posts via email? How?

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- What metrics will you focus on for this year? (Traffic, opt-ins, leads, c to beomments, shares?)

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