

# Inventory/Audit Facets

There's no "one right list" of information to capture in a content inventory and audit. These are some things you should consider, depending on business goals and the state of your content.

- \_\_\_ Index number [You create]
- \_\_\_ URL [if applicable]
- \_\_\_ Headline
- \_\_\_ Content summary [or content if short]
- \_\_\_ Audience
- \_\_\_ Message
- \_\_\_ If page-based: Navigation information
- \_\_\_ Template
- \_\_\_ Supplements [Image, audio, video, PDF, etc.]
- \_\_\_ Sharing/other tools available
- \_\_\_ Analytics
- \_\_\_ If audio or video: File type, length, file size, format
- \_\_\_ If image: File type, dimensions, file size
- \_\_\_ If PDF: File size
- \_\_\_ Restricted to certain audience?
- \_\_\_ If public: SEO information: Browser title, keywords, description, H1 content
- \_\_\_ And more! \_\_\_\_\_
- \_\_\_ \_\_\_\_\_
- \_\_\_ \_\_\_\_\_
- \_\_\_ \_\_\_\_\_

# Content Audit Resources

There are tons of great tools, websites, and books focused on content strategy or on one aspect of this discipline. These have specific info for audits or inventories.

## Books

- Content Strategy for the Web**, by Kristina Halvorson and Melissa Rach. 2015.
- The Content Strategy Toolkit**, by Meghan Casey. 2015.
- Content Audits and Inventories**, by Paula Land. 2014.
- How to Measure Anything**, by Douglas Hubbard. 2014.

## Tools

- Gather Content**, <https://gathercontent.com/>
- Content Analysis Tool**, <http://www.content-insight.com/products>
- Readability Score**, <https://readability-score.com/>
- Trim**, <https://www.gettrim.co/>



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