

A solid orange horizontal bar.

Audit Process

The steps involved in conducting an audit
and developing content

Audit Purpose

How we aim to maintain a foundation of quality and performance across our websites

Reviewing every section of the website during each fiscal year should ensure:

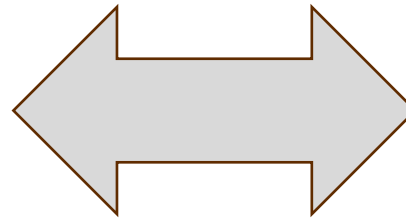
- Improved patient experience
 - Information accuracy (providers, locations, dates, etc.)
 - Content quality (broken feeds, links, typos, errors, missing videos, etc.)
 - Style consistency
 - Readability
- Improved SEO
 - Helpful content across the whole site elevates all efforts
- Improved stakeholder relations
 - Provide time for non-acquisition priority stakeholders to get reports, provide input
 - Benchmark content areas to build on over time

Content Audit

Who performs it, when

Annual Audit: Foundational

- Workshop Digital performs audit
- Produces audit brief
- Follows schedule



Campaign/Awareness Month

- Marketing or internal team members
- Produce marketing brief or run of show

Annual Audit: Marketing Campaign

- Content Strategist performs audit
- Produces Audit Brief
- Follows schedule, kickoff, refresh, and/or awareness month

Content Review

Which content is most successful?

Collect and analyze data points about the quality and performance of content, including traffic, engagement, conversions, readability, SEO. Note part of funnel. Provide summary and recommendations for next steps.

Content Inventory					
Taking stock of existing content / performance (web & blog)					
<i>Summary</i>					
# of pages needing optimization:					
top performing pages:					
least effective pages:					
Website pages in section	URL	Sessions	% Change	Engagement Score	Ev

SEO Quality & Keyword Performance

How are we doing in organic search? How could we improve?

Identify:

- Success – valuable keywords ranking and driving traffic
- Opportunities – where we have content, but not great CTR
- Gaps – valuable keywords for which we don't have content
- Next steps

HELP!

[SEO process guide](#)

[SEO checklist](#)

SEO Performance								
Are pages optimized for search?								
Numbers		Most Valuable Keywords		Keyword Opportunities		Keyword Gaps		
Total ranking for section	#	<i>desirable keywords bringing traffic to the website</i>		<i>we have content, but not great organic CTR</i>		<i>we don't have content for desirable keywords</i>		
Total ranking top 10	#							
Keyword	Monthly Volume	Competition/Difficulty	Organic CTR	Do we have content?	Rank	URL (s)	% Change	Our CTR

Competitive Review

How do we compare in the digital space?

Pick 3-5 top healthcare competitors, a social media group, affiliated organization site. Note:

- What features we share
- How and where do we differ – what we lack
- What should we consider adding
- What part of the funnel this feature serves

Competitive Analysis				
Are potential / existing users finding what they need?				
COMPETITOR/RESOURCE	What we share in common	What we're missing/doing differently	NOTES/IDEAS	PART OF FUNNEL
Competitor #1				
Keyword winners				
Topics				
Content organization				
Terminology				
Competitor #2				
Keyword winners				
Topics				
Content organization				
Terminology				

User Journey Insights

Where are users looking for answers?

- Where users find information for each part of funnel
- What questions, needs, objectives do people have at each stage of the journey

USER JOURNEY MAPPING		
User journeys for this service line:	Staying healthy	Symptoms/diagnosis
<i>Describe where online users look for answers to these questions, what types, formats, kinds of info they seek, behaviors in each part of funnel</i>		
<i>Specific websites, social forums, keywords</i>		

Audit Brief

Create a high-level summary of key findings to share with Marketing & other stakeholders

AUDIT BRIEF

Post-audit, high-level report of key, actionable findings.

Key Takeaways:

- What's working
- What's not working
- Why
- What should we do next

SEO Gaps & Opportunities: What keywords or keyword clusters should we develop or optimize content for?

Competitor Insights: Any standout examples in the space

Questions: Points for further research, possibly to a vendor, o

Office on the web Frame

Content Ideas: Potential topics and formats

Audit Brief > Content Brief

What to do with the data

Content Strategist shares audit brief and audit in Teams. Based on review with Editorial Content Team, content rubric, review with Lead Content Manager, Marketing Specialist, Content Strategist proceeds or postpones.

Documents

- [content rubric](#)
- [content brief](#)



Content Brief Collaboration

Finding alignment

Content Team

In meeting or via Teams, reviews for:

- Ideation for social and video
- Boosted post potential
- Timing/scheduling

Marketing Specialist

In Teams or meeting, reviews for:

- Priority alignment
- Clinical goals
- Potential SMEs
- Business objectives
- Appointment capacity
- Matching the patient experience at UVA Health
- Missing/incorrect providers/locations



Content Strategist finalizes brief and submits to Workfront in New Request queue.

A Project is Born

Making it official

Workfront

- Content Strategist inputs Content Brief into New Request queue
- Lead Content Manager/Content Director review & approve
 - Ask for project creation

Airtable

- LCM schedules on editorial calendar

Excel

- LCM schedules on [quarterly workplan](#)