

January 2023



Planning your content audit

Update, Rewrite, Keep or Remove

Based on what your original content goals are, you need to decide whether your content is working

Whether you are taking this task on alone or with a team its important to understand what is it. Lets start by answering the question -- What is content auditing? Content auditing is collecting data from your content to understand two things -- How your content is working together as a whole and How individual content is working on its own.

Once you have completed an audit it will tell you what you need to focus on in terms of SEO and content marketing. It can also tell you how making certain changes can help improve your sales and marketing approach. Content auditing can be an intimidating task to take on but once you do having a successful marketing campaign can make it worth the time!



Steps for a successful audit!

- 1. Set Clear Goals:** Narrow your focus and look at what content you are looking to audit. Set goals that lead to content being read, improving conversion rates such as page views, time spent on page and new leads/customers.
- 2. Gather Content:** What content to audit -- Blog content versus website content or specific pages of your website such as service page versus product page. Look at what pages are successful and which ones need some updating. Make sure to keep your goals in mind here and gather information that is relevant to accomplishing your goals set.
- 3. Analyze Data:** Look at what content is working well versus what content is outdated, repetitive or missing information. Categorize the information you gathered to see what pieces show opportunity for improvement and where you can gain insight.
- 4. Make A Plan:** Update, Rewrite, Keep or Remove content.
- 5. Take Action:** Put your plan into motion!

If You are Looking to Boost Your 2023 Marketing Strategy with Either Paid Facebook or Google Ads, Rebranding, Search Engine Optimization, or Even Content Writing Contact Spectrum Net Designs Today! We'd Love to Chat and See How We Can Help You Move into the New Year with a Bigger & Better Marketing Strategy! We're Excited for Another Rewarding & Challenging 2023 Year!

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Boost Your 2023 Marketing Strategy

Let's Chat!

In Case You Missed It!



Passive vs Active Voice For Content Marketing

By writing in active voice versus passive in your content writing your readers will stay engaged with your material and you develop an authority on the subject you are talking about. Writing in the active voice might seem a little tricky but once you understand it, it's very easy.

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How to Create a Content Strategy that Will Convert into Customers!

Have you heard of the phrase "Content is King"? Well, what is a king? A king is the most important chess piece, it is the supreme ruler, the head. Keeping that in mind, you will realize how much power content has. When you have great content, your customers will look forward to receiving it – whether that's an email with good news, relatable meme, informative podcast, or an interactive post. Instead of just throwing your products or services out into the whole wide web, you should focus on

creating relevant, engaging, and a useful content strategy for your prospects and customers to help build a strong relationship with them.

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