

Content Management Audit

Use this guide to evaluate existing content relevance, quality, and performance to your learners

Step 1 Define Audit Goals and Metrics

Determine what you want to achieve with this audit. Common goals include improving content relevance, identifying outdated content, and understanding content performance.

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Define metrics for evaluation, such as user engagement (clicks, time spent), feedback scores, and knowledge retention

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Step 2 Gather All Content

- Create an inventory list of all existing content. Include details like content title, format (e.g., video, article, infographic), publication date, and content URL/location.

Step 3 Categorize The Content

Group content into categories. This step makes the evaluation process more systematic and allows for category-specific insights. For example: topics, content type, target audience, or learning modules.

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Step 4 Evaluate Content Relevance

- Review the content's alignment with current learning objectives and curriculum.

In order to determine relevance, you will need to access if the content still meets the needs and interests for your learners.

Use the below box to establish the needs and interests of your learners.

Step 5 Assess Content Quality

Access the quality of your content using the quality checklist below. Use the empty check boxes for your own quality requirement:

Accuracy & Timeliness			
<input type="checkbox"/>	Is this content up to date? Threshold date: _____	<input type="checkbox"/>	Grammar control: Is it clear, well structured and free or errors?
<input type="checkbox"/>	Is this information valuable to learners?	<input type="checkbox"/>	Does it add value to the learners?

Step 6 Measure Performance & Identify Gaps

- Are there topics not covered? Are there learning styles not catered to (e.g., more visual content needed)?
- After evaluating existing content, determine what's missing.

Step 7 Prioritize Updates

Based on the audit findings, create a priority list. Which content pieces need immediate attention? Which can be updated later?	Top priorities
	1.
	2.
	3.
Consider factors like the importance of the topic, the number of affected learners, and the severity of issues found.	Next Priorities
	1.
	2.
	3.

Step 8 Plan and Implement Changes

- Create a content update plan based on the prioritized list.
- Assign roles and responsibilities. Decide who will update, who will review, and who will approve the changes.
- Set deadlines for each task and monitor progress.

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Step 9 Document and Report

- Create a detailed audit report highlighting findings, insights, and recommendations.
- Share this report with relevant stakeholders, such as content creators, instructional designers, and management.

Step 10 Schedule Regular Audits

- Content management is an ongoing process. Schedule regular audits (e.g., annually, bi-annually) to ensure content remains relevant, high-quality, and effective.

Tips

Use existing learning systems to gather data easily.

Consider collaborating with a team or using external experts for an unbiased view.

Always involve end-users (learners) in the feedback process. Their insights are invaluable.

Learn more on how to effectively measure content engagement with your learners



See the proven value in content engagement.

Measure your ROI here.

