

Keep it? Fix it?

Website content audit worksheet

Work out which pages need attention, what is wrong and what to change first.

WORKED EXAMPLE / FICTIONAL PRACTICE BRIEF

A service page says "fast onboarding" and "high-quality work." It lists services, but has no sample, onboarding details or contact link. No analytics or customer research is available.

Page job	Help a buyer understand the service and decide whether to discuss a project.
Observed gap	The page makes quality and speed claims without an example, process detail or defined timeframe.
Action	Update. Add an approved work sample and explain the actual first steps. Remove or qualify claims that cannot be supported.
Next step	Add a contact route and explain what the buyer should send. Check that the destination works.
Priority	High for the missing contact route: the page does not provide its intended next step. Impact on conversion remains unmeasured.
Done when	The factual claims have sources, a buyer can inspect an example, and the contact link works on mobile and desktop.

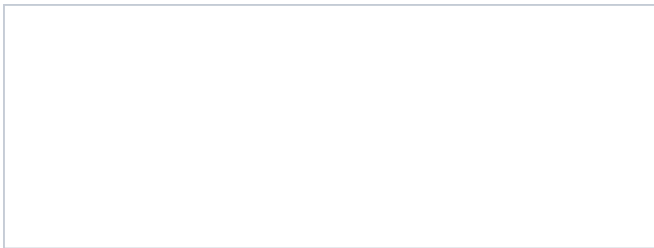
Continue to the worksheet. Type in the fields or print and write by hand.

Your turn.

Use short notes here. Use the editable text template if you need more space.

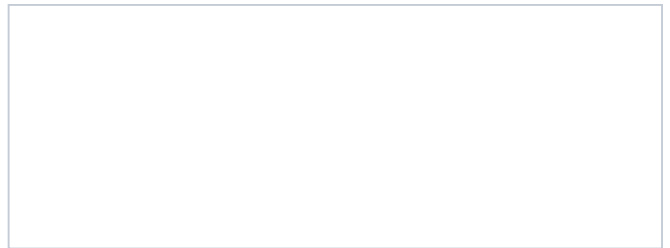
Page and purpose

URL, reader task, owner and intended next action.



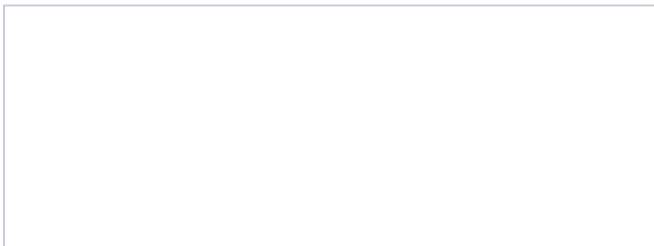
What you observed

Quote or describe the exact issue and its location.



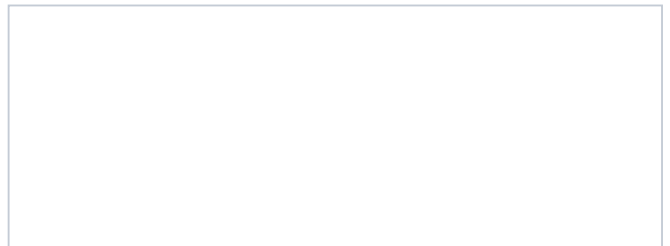
Evidence and unknowns

Source, date, metrics if available, and limitations.



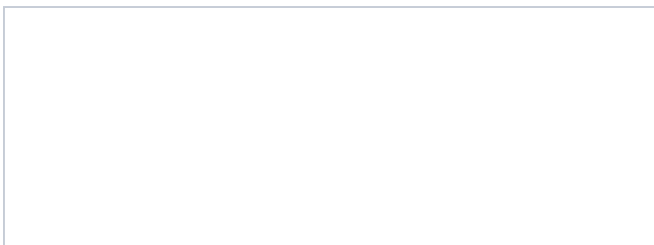
Decision and reason

Keep, update, combine or review for retirement. Why?



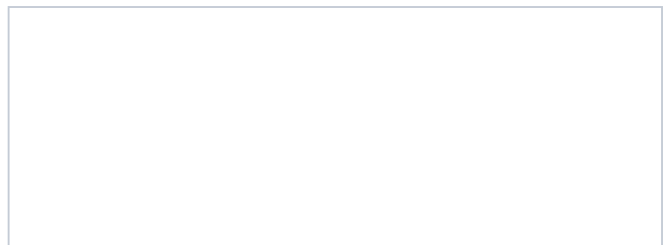
Change and priority

Exact fix, consequence, owner and due date.



Completion check

How will you check the fix? Note any replacement URL.



Save a copy after filling. Check that your PDF reader has kept your answers.

Before you use it.

- ☐ Can each recommendation be traced to a page observation or supplied data?
- ☐ Have you avoided treating missing analytics as zero traffic?
- ☐ Is there a replacement plan for any page proposed for retirement?
- ☐ Does every priority action have an owner and a completion check?

Use the AI skill

Download the matching skill ZIP from this resource's page. Unzip it and follow your assistant's instructions for adding a skill folder. If it does not support skills, paste the SKILL.md text into a chat before your request.

Bring: Page URLs or pasted copy, the reader's task, and analytics only if you have them.

Use the content audit skill to review the pages below. Separate observations from hypotheses. Recommend specific changes, and mark traffic impact as unknown where no data is supplied.

Reader task:

Pages or copy:

Analytics and date range, if available:

Constraints:

The skill is a set of instructions, not an automatic publishing tool. Use material you are allowed to share and check the draft against your sources.

Free to download and adapt for your own work. The example is fictional. The PDF, editable text, AI skill and full guide are available together on the resource page.