

Content Audit Checklist

Crawl-ready checklist for reviewing page relevance, freshness, performance, cannibalization, scoring, and next actions.

How to use this: work through each section before deciding the final action. Keep the checklist tied to your own data and evidence.

Crawl and data preparation

- Export the current indexable URL set from your crawler.
- Add analytics and Search Console data where available.
- Group URLs by page type before making decisions.
- Mark pages that require technical review before content review.

Per-page review criteria

- Confirm the page still has a clear search role.
- Check whether the page matches the current expected search intent.
- Review freshness, factual accuracy, and obsolete references.
- Check whether another URL already serves the same intent.
- Record internal links that should be added, removed, or updated.

Scoring key

- 0 - No clear role: remove, noindex, or consolidate unless another business reason exists.
- 1 - Weak but recoverable: useful subject, but page needs major revision.
- 2 - Useful with gaps: keep and improve specific sections.
- 3 - Strong owner page: keep; only maintain or link better.

Next action decision

- Choose one decision per URL: keep, improve, consolidate, redirect, remove/noindex, or create supporting page.
- Assign an owner and due date before moving the row out of review.
- Do not invent metrics. Leave fields blank until your own data is available.