Content Audit

Get a handle on all your website content

Over time and with the input of many authors, the content of websites and portals can grow out of control. A content audit catalogues every page of a site's content, identifies the content owners, and flags redundancies.

THIS SERVICE HELPS TO...

Surface the sum total of your website content today

See how much repetition and redundancy exists on your website

Understand if current content supports your goals and desired user experience

WHAT YOU GET

No matter how vast or complex your current content may be, we'll gain control of it. You'll get:

✓ A content scan and inventory that documents pages of the current site, its organization, topics, intended audiences, and owners

✓ Clearly understanding gaps, strengths and weaknesses in the current content structure

✓ Recommendations on where to improve and build on your content architecture

HOW WE DO IT

1 We document a complete inventory of all pages in the site, their organization, topics, and intended audiences.

2 Together with the content owners and authors, we identify redundancies, gaps, and other challenges faced in content management.

3 We conduct related services as appropriate, such as content mapping, competitive review and content strategy.
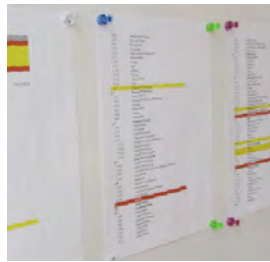
About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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