



# CONTENT AUDITS, ASSESSMENTS AND COMPETITIVE GAP ANALYSES

Our content audits and assessments help you make excellent, data-driven decisions about how to move ahead with your content.

## Measure WHAT MATTERS

You cannot manage what you cannot measure.

### HOW CAN WE HELP YOU?

Often, clients ask us to write new content or edit existing content for a content refresh. Our first step? Understanding their current content landscape.

What does the content look like right now? How is it performing? Armed with this real data, we can then help make the best decision about how to change and improve content.

### OUR APPROACH

There are 3 types of content audits and assessments we provide:

**1. Strategic content assessments:** We examine your content to assess the overall quality and clarity of messaging. We evaluate content for:

- Alignment with business objectives
- Search engine best practices
- Web writing best practices
- Usability best practices
- Audience, voice and tone guidelines
- Web analytics performance

After our assessment, we recommend content opportunities and best practices that make sense for your organization. If you're looking for content development, we seamlessly take that strategy and turn it into content that delivers results.

**2. Competitive gap analyses:** We take a deep dive into your competitors' content to analyze what they're doing well and where you have an advantage (or where you can create one). We review the competition's:

- Website navigation and usability
- Voice and tone
- Content organization
- SEO and web writing competencies
- Content types and distribution

With these findings, we present key areas of opportunity for content development within your organization.

**3. Multidimensional content maps:** We build a map of your web pages, so you can see how they all relate and link. Then we overlay your analytics data so you can see how customers are moving throughout the site. These maps help you:

- Understand how your content is performing overall
- Decide how to move ahead with website redesigns
- Streamline workflow processes

After analyzing the content maps, we grade each page. Then a full picture emerges of how your content is performing. We also recommend options to fill content gaps with content your users are searching for on the web.

*Ready* TO IMPROVE YOUR CONTENT? **CONTACT US TODAY.**



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