

# Content Audits And Inventories Paula Ladenburg Land

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Content Inventories and Audits: A Handbook. by Paula Ladenburg Land. Successful content strategy projects start with a thorough assessment of the current state of all content assets — their quantity, type, and quality. Beginning with a data-rich content inventory and layering in a qualitative assessment, the audit process allows content owners and business stakeholders to make informed decisions.

### **Content Inventory and Audit Books**

Paula: You should inventory and audit your content whenever a new initiative is being planned (a rollout of a new product or publication, a website redesign, an entry into a new global market). You should also inventory and audit when business issues arise (a drop in sales or an increase in customer-support calls).

### **Content Inventory, Audits: Embrace Them**

Content inventories and audits are assessment frameworks, not an exact science. They're great tools for helping your team shift focus and mindset from quantity of content to quality of content. Use them together to keep track of what content you have, where it lives, who owns it, and how well it performs.

### **Content Inventory and Auditing 101 - Nielsen Norman Group**

Content inventories and audits Early steps in a content project Form the foundation for the larger initiative Strategy Gap Analysis AuditInventory 6. Inventory vs. audit Inventory - Quantity Audit - Quality 7. Another way to think of it Inventory - Data Audit - Analysis 8.

### **Introduction to Content Inventories and Audits**

Buy Content Audits and Inventories: A Handbook by Land, Paula Ladenburg (ISBN: 9781937434380) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

### **Content Audits and Inventories: A Handbook: Amazon.co.uk ...**

First-time auditors will gain many insights from the great book, Content Audits and Inventories, a handbook by Paula Ladenburg Land. I recommend ScreamingFrog and BigMetrics, both paid tools, combined with Google Analytics and Google Search Console, both free. These tools will arm you with abundant data to create your content inventory.

### **Content Inventory & Audit » A Guide to Running Your 1st Audit**

Get reliable content auditing at scale to inform your content strategy or your content marketing. Try it Free Pick a Plan Get Started Now. Turn content inventories into audits with insight. Quick summary of file types and numbers; Option to integrate Google analytics data; Page-level details,

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including images, media, and documents;

### **Content Inventory and Analysis Made Easier | ContentWRX Audit**

As co-founder of Content Insight, she is the impetus behind the development of CAT, the Content Analysis Tool, which creates automated content inventories. Paula is also the author of Content Audits and Inventories: A Handbook (2014, XML Press).

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