Web Content Audit Checklist

Text

Read your entire website. Every word.

☐ Is the content still accurate and up-to-date?
☐ Is everything still necessary?
☐ Could you use fewer words to communicate the same information?
☐ Could it be easier to understand?
☐ Could it be friendlier and more welcoming?
☐ Are you missing necessary or helpful information?

Staff Page

☐ Verify that everyone is accounted for. Does anyone need to be added? Removed?
☐ Verify that all information is correct.

People (throughout your website)

☐ Do any names need to be deleted?
☐ Do any names need to be added?
☐ Are all names accurately spelled?
☐ Are the titles correct?
☐ If you feature alumni or students, do they need to be updated?

Photos

☐ Is your website visually interesting?
☐ Do the photos look dated (e.g., no out-of-date fashion)?
☐ Have the students in your photos graduated, or are they current students?
☐ Do you have photos of retired faculty or staff on your website?
☐ Are they high-resolution?
☐ Do they add to the information?
☐ Consider changing the main image on your homepage to refresh the look.

Dates

☐ Do you have any old/past dates on your website?
☐ Are the future dates necessary? Could they be replaced with evergreen information that won't need to be changed?

Facts and data

- ☐ Is everything accurate? Are you sure?
- ☐ Is anything old or stale, even if it is accurate (e.g., a stat from 2014)?
- ☐ Are all data points drawn from, or verified by, Institutional Research?

Links

- ☐ Manually click every link on your website. Is each one working as expected?
- ☐ Are anchor links working accurately?
- ☐ Are your calls to action up to date and working as expected?
- ☐ Are your social media links still working correctly?

Blog (if applicable)

- ☐ Is your blog showing up on your homepage?
- ☐ Are you regularly updating your blog?